E-COMMERCE AND GLOBAL MARKETING

**Module 1**: Introduction to E-Commerce, Meaning, definition, features, advantages, disadvantages, - E-market- a paradigm shift, technological convergence, - Transition to e-commerce in India and its challenges, IT act .


**Module 3**: E-payment systems and E-security- EDI, Digital payment, E-cheque, e-cash, debit card, credit card, smart card, digital signature, operation of e-payment system. –Risk in e-payment, security measures, supply chain Management.

**Module 4**: E- marketing- the scope and challenges of global marketing, opportunities, advantages and limitations, the dynamic environment of global trade, business customs in global marketing, multi-national market regions and market groups.

**Module 5**: Global marketing management, products and services for customers and businesses, global marketing channels and marketing mix, pricing for global market.

**References**