PREFACE

Electronic Commerce is relatively a recent mode of conducting commerce and has assumed great significance in the present day world. Today, modern man is afflicted with Internet and its various kinds. The concept of the Internet can be traced back 1960s in US department of defense. After emergence of Electronic Commerce different models have been developing gradually.

This thesis is a modest attempt in highlighting the Impact of Electronic Commerce on Business Values on Service Organisation as well as with reference to its annual group turn over, percentage of IT spending, percentage of Electronic Commerce spending, these Business Values are Product Promotion, New Sales Channel, Direct Saving, Time to Market, Customer Service, Brand Image or Corporate Image, Technology Learning and Organizational Laboratory, Customer Relationship, New Product Capabilities, New Business Models which are analyzed from 135 respondents of different organisation through questionnaire based on an article by

The thesis is divided into five chapters. Chapter one (Introduction) presents the meaning and definitions of Electronic Commerce, the brief history of Electronic Commerce, the three pillars of Electronic Commerce, the Electronic Commerce benefits, the barriers and risks of Electronic Commerce, the views and trust in Electronic Commerce, the types of Electronic Commerce, the application of Electronic Commerce models, the Electronic Commerce project life cycle, the types of relations in Electronic Commerce, the infrastructure of Electronic Commerce, the legal issues of Electronic Commerce, the challenges and opportunities of Electronic Commerce, and finally, the future of Electronic Commerce. Chapter two (The Concept of Business Value and Measurement) explains the conceptual preview of meaning of Business Value, measurement of Business Value, measurement of the Impact of Electronic Commerce, recent researches on Business Value. These first two chapters provide the basis on which the model of research is designed.
Chapter three (Research Methodology) presents the need for research, the objective and scope of research, review of present available literature for finding a research gap, the conceptual framework, the business value of Electronic Commerce, the impact of Electronic Commerce, the survey reports on Electronic Commerce, the methodology of data collection, the present models of Electronic Commerce, the case studies on Electronic Commerce, the data collection in present research, the methodology of data analysis, the data analysis techniques in Electronic Commerce, data analysis in present research, the data presentation and discussion.

Chapter four (Analysis, Discussion and Presentation) presents the analysis of The Impact of Electronic Commerce with reference to service organisations, annual group turn over, and percentage of IT spending, percentage of Electronic Commerce spending.

The final i.e. Chapter five (Suggestions and Recommendation) proposes the suggestions and recommendations, the limitations of research, the future direction for research. Besides this basics of Electronic Commerce is given in Appendix-I, business to business and business to consumer information on Electronic Commerce is given in Appendix-II, Electronic Commerce in selected sector of economy is given in Appendix-III, in Appendix IV questionnaire, glossary, useful websites and e-mail ids are given, in Appendix-V values of F and Z tests with reference to analysis are given and finally the Bibliography providing more than 200 references that could be a rich source for future researchers are given.

The findings of the study may given a direction to the industry association and individual firms about the latest development in the area of Electronic Commerce and act accordingly. For academicians, the study will be useful for critical appraisal of the latest developments in the area of Electronic Commerce and will also prove helpful in providing a direction for future research.

Sept 9, 2002

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