CONTENTS

Preface i
Acknowledgements iii
List of Figures iv
List of Tables vi
List of Graphs viii

CHAPTER-ONE: INTRODUCTION 01-81

1.1 Meaning and Definitions of Electronic Commerce 1
1.2 Brief History of Electronic Commerce 8
1.3 Three Pillars of Electronic Commerce 12
1.4 Electronic Commerce Benefits 14
1.5 Barriers and Risks of Electronic Commerce 23
1.6 Views and Trust in Electronic Commerce 33
1.7 Types of Electronic Commerce 38
1.8 Types of Relations in Electronic Commerce 41
1.9 Application of Electronic Commerce Models 42
1.10 Electronic Commerce Project Life Cycle 51
1.11 Infrastructure of Electronic Commerce 53
1.12 Legal Issues of Electronic Commerce 59
1.13 Strategic Challenges of Electronic Commerce 65
1.14 Future of Electronic Commerce 74
References 77

CHAPTER-TWO: THE CONCEPT OF BUSINESS VALUE AND MEASUREMENT 82-96

2.1 Meaning of Business Value 82
2.2 Measurement of Business Value 83
2.3 Measurement of the Impact of Electronic Commerce 86
2.4 Recent Researches on Business Value 91
References 95

CHAPTER-THREE: RESEARCH METHODOLOGY 97-193

3.1 Need for Research 97
3.2 Objectives and Scope of Research 100
3.3 Literature Survey 102
3.3.1 Conceptual Framework of Electronic Commerce 104
3.3.2 Business Value of Electronic Commerce 106
3.3.3 The Impact of Electronic Commerce 107
3.3.4 Survey Reports on Electronic Commerce 153
3.4 Methodology of Data Collection 160
3.4.1 Present Models of Electronic Commerce 161
3.4.2 Case Studies of Electronic Commerce 171
3.4.3 Data Collection in Present Research:
- Sampling Procedure
- Administration of Questionnaire
- Testing and Follow up

3.5 Methodology of Data Analysis
3.5.1 Research Techniques in Electronic Commerce
3.5.2 Data Analysis in Present Research
3.6 Data Presentation and Discussion

References

CHAPTER-FOUR: ANALYSIS, DISCUSSION AND PRESENTATION

4.1 Overview of The Impact of Electronic Commerce on Business Values
4.2 Analysis of The Impact of Electronic Commerce by Components of Business Value in Service Organisations
4.12 Analysis of The Impact of Electronic Commerce by Annual Group Turn Over of the Firms
4.18 Analysis of The Impact of Electronic Commerce by Annual IT Spending of the Total Turn Over of the Firms.
4.21 Analysis of The Impact of Electronic Commerce by Percentage of Electronic Commerce Spending of the Total Turn Over
4.24 Master Chart Showing the Weightage of The Impact of Electronic Commerce on Business Values on all the Sectors of Service Organisation
4.25 Master Chart Showing the Weightage of The Impact of Electronic Commerce on Business Values on all the Sectors of Service Organisation with reference to Annual Group Turnover, % of IT Spending, % of Electronic Commerce Spending

CHAPTER -FIVE: SUGGESTIONS AND RECOMMENDATIONS

5.1 Suggestions and Recommendations in General
5.2 Organisation Based Suggestions
5.3 Limitations of Research
5.4 Future Directions for Research

Appendix – I: Basics of Electronic Commerce

Appendix - II: Business-to-Business and Business-to-Consumer Form of Electronic Commerce

References
Appendix – III: Electronic Commerce in Selected Sector of Economy

- Travel Industry 245
- Banking Industry 250
- Finance Industry 260
- Electronic Retail Industry 261
References 263

Appendix – IV: Glossary

Questionnaire 269
Response Sheet 273
Useful Web Sites and E-Mail Ids of:

- University Research Centres of Electronic Commerce 274
- International Organisations in Electronic Commerce 276
- National Organisations in Electronic Commerce 277
- Top Fifty Indian Websites and their Origin 278
- Top Indian IT Companies 279

Appendix - V: Calculations for F and Z Tests 280

BIBLIOGRAPHY 288-295