GLOSSARY

**Electronic Commerce** “is sharing business information, maintaining business relationship, and conducting business transactions by means of telecommunications networks”

**Organizational performance** comprises the actual results or output of an organization as measured against its intended results or outputs.

**Financial performance** Measuring the results of a firm's policies and operations in monetary terms. These results are reflected in the firm's return on investment, return on assets, value added, etc.

**Operational performance**, Firm's performance measured against standard or prescribed indicators of marketing effectiveness, product/service quality, and customer satisfaction.

**Business-to-Business e-commerce** is simply defined as e-commerce between companies. 

**E-markets** are simply defined as Web sites where buyers and sellers interact with each other and conduct transactions.

**Business-to-consumer** e-commerce or commerce between companies and consumers

**Business-to-Government e-commerce** or B2G is generally defined as commerce between companies and the public sector.

**Consumer-to-consumer e-commerce** or C2C is simply commerce between private individuals or consumers.

**Mobile commerce** (M-commerce) is the buying and selling of goods and services through wireless technology—i.e., handheld devices such as cellular telephones and personal digital assistants.

**E-Business** is: “The transformation of an organization’s processes to deliver additional customer value through the application of technologies, philosophies and computing paradigm of the new economy.”

**Level of electronic commerce adoption** is: defined by the number of electronic commerce applications being used by the companies.

**SMEs:** According to the new definition by Micro, Small and Medium Enterprises Development Act, 2006, Small enterprises are classified broadly into; (i) Enterprises engaged in the manufacture / production of goods pertaining to any Industry & (ii) Enterprises engaged in providing / rendering of services. It defines MSMEs in the following way:

**Manufacturing Enterprises:** defined in terms of investment in plant and machinery (excluding land & buildings) and further classified into:-
Small Enterprises - Investment above Rs. 25 lakh & upto Rs. 5 crore
Medium Enterprises - Investment above Rs. 5 crore & upto Rs. 10 crore

**Service enterprises**
Small Enterprises - Investment between 10 Lakhs & 2 crore
Medium Enterprises - Investment between 2 crore & 5 crore