

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**

**EMERGING TECHNOLOGIES IN IT**

**Objective:** To provide in depth knowledge about developing online strategies in growth of organization.

**Contents:**

Unit: 1 Business Models for E-commerce

Overview of E-commerce including Challenges

Framework of E-commerce

Intraorganizational E-commerce: Automation & Co-ordination

E – Business Models: B2C, B2B, C2C, C2B

B2B Models: Buyer Model, Marketplace Model, Langer Term Relationship Model, Seller Model

B2C Models: E – Shop, E – Mail

C2C Business Model

Current Trends : E- Marketplaces, its benefits and revenue model

Future Trends : E –Channels, E – Portals and E – Governance

E-business and Digital Firm

Unit: 2 E-marketing

Traditional Marketing

Online Marketing

E-advertising: Market Segmentation & Research

Internet Marketing Trends

Target Markets

E-branding: Elements of branding, Spiral branding

Various Marketing Strategies

Unit: 3 E-Payment Systems

Requirements

Types of E-Payment Systems

Digital token-based E-payment systems: Benefits, Encryption and credit cards, Mobile payments

Smart Cards and E-Payment Systems

Credit Card-Based E-Payment Systems

Properties of E-cash: Operational risk and Legal issues

E-Cheque

Risk in E-payment systems: Data protection, Information privacy, Credit risk

Designing E-payment systems: Security

Digital Signature: Legality, Working of digital signature technology, Public key certificates, The secure E-payment process method

Online Financial Services in India: Features of e-banking in India

Online stock trading

Unit: 4 E-Customer Relationship Management & E-Supply Chain Management

Customer relationship Management

Supply Chain: Benefits, Strategies, Future trends

E-supply chain components and architecture  
Major trends in E-SCM  
Study of Supply chain management at various industries

Unit: 5 Consumer Search and Resource Discovery  
- Search and Resource Discovery Paradigms  
- Information Search and Retrieval  
- Electronic Commerce Catalogs or Directories  
- Information Filtering  
- Consumer Data Interface: Emerging Tools

Unit: 6 E-strategy  
Dimensions of E-commerce strategy  
Value Chain and E-strategy  
Planning E-commerce project  
E-commerce strategy and knowledge management

Unit: 7 Mobile Commerce  
Introduction  
Technologies for M-commerce  
Overview of WAP

**Reference:**