

Impact of Information Technology in E-Commerce - A Survey

Boobathy A¹, Mohammed Ajmal Sherif F²

U.G. Student, Department of Information Technology, Saveetha School of Engineering, SIMATS Chennai,
Tamilnadu, India¹

Associate Professor, Department of Mechanical Engineering, Saveetha School of Engineering, SIMATS Chennai,
Tamilnadu, India²

ABSTRACT: Information technology has the ability to maintain and evolve the industry and transform the business. The Internet in E-Commerce is used for data exchange, promotion, e-mail, dialogue, give-and-take, and advice with customers online. There are two electronic commerce applications, namely: business-to-customer and business-to-business commerce. The main difficulty in the use of information technology is the enormous investment in making online sites and supplying devices. The use of information technology plays a crucial role in trade and national economic growth to achieve public benefit.

KEYWORDS: Information Technology, E-Commerce, Role, Commerce, E-Business, E-Business Transaction, Decision Making, Artificial Inteligency, Marketing

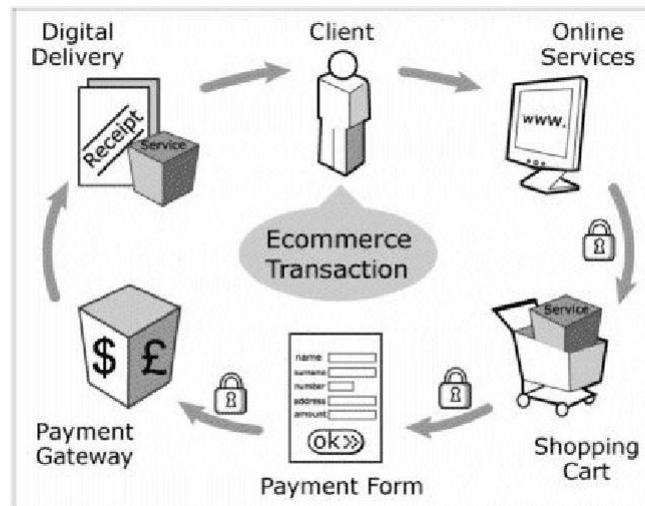
I. INTRODUCTION

There are millions of small endeavors, including micro-endeavor, in developing countries. In a progressively competitive and global world, small companies need to compete more effectively in order to further speed up the domestic economic activity and contribute toward increasing company's wealth. Micro-endeavor also play a crucial role in increasing employment and incomes and thus contribute to poverty reduction on a sustainable basis [2]. Increasing the uses of public access to the Internet, made the Ecommerce very crucial and gave it new prestige. The characteristics of the E-commerce like globalizing of commerce, vanishing the time and place limitations, decreasing the price of sources for purchasing, increasing the amount of dealing, having no time and place limitations in transactions, having easy access to information, reducing transactions expenses, decreasing chronological expenses of transactions and many other advantages of E-commerce are the secret of its development[3]

II. INFORMATION TECHNOLOGY

Information Technology is the field of invention, utilization, backing, and managing computer-based information, especially software applications and computer hardware. Information technology is unlimited entirely. The technologies quickly developing in the fields of mobile technology, other handheld devices, the field of Information Technology is quickly moving from compartmental computer-focused areas to other forms of mobile technology.

Information technology plays a crucial role in the development of advanced technology. Those who work in the field of artificial intelligence, computer hardware and software designers, computer engineers, and specialists who maintain large computer networks and database systems. They solve problems in the computers on their network by installing and coding programs that run on them, maintaining the system properly and solving problems such as computer viruses so that they do not spread quickly and cause network-wide system crashes technology[3]



III. LITERATURE REVIEW

In the past two decades, we have found a dramatic growth in information technology. Advanced , new information technologies have been a catalyst for many markets for goods and services becoming truly global in nature. Information Technology plays a crucial role in the coordination of growth and development, production. The globalization of markets and industries and the changing role of Information Technology within business organizations have made the strategic use of Information Technology a key element in determining the success of a company and their bank accounts from any geographic location they want.

Winwin Yediot;Meiryani [1] There are thousands of innovative shopping methods presented by merchants, people are increasingly facilitated to get the items they want easily, quickly and safely. The internet has not made any impact on customers, but lower prices and better customer service made possible for e-commerce.. The business to consumer strategy is a strategy that refers to transactions that occur between a business and the final consumer of the product. The basic difference between e-commerce and e-business is that the purpose of ecommerce is oriented to how to get profits, while e-business is oriented to long-term interests and abstract characteristics such as consumer trust, service to consumers, work rules, relations between business partners and handling other social problems. The intention of e-commerce is to increase the number of customers.

Alireza Gharegozi,Ebrahim Faraji,Lachin Heydari [2] The IT field is evolving and developing every day. New technologies in computers and mobile devices are shaping the way the world communicates with one another, gets work done, and spends free time. There is a growing need for individuals with a love of the field, a curiosity for the future, and a desire to be a force in it. Jobs in the field are on the rise, and employers are on the lookout for fresh talent; those who want to play a part in its future have no limits on their potential or on the potential of their specific field. The success of electronic commerce will require an effective partnership between the private and public sectors, with the private sector in the lead. Government participation must be coherent and cautious, avoiding the contradictions and confusions that can sometimes arise when different governmental agencies individually assert authority too vigorously and operate without coordination.

Ahmad sarani [3]Every technology has its new opportunities and threatening situations for different companies. New changes in technology lead to changes in economic trading systems of companies. The organizations and governments are paying more attention to commerce which is very important and has a positive effect on the economic and social environment. But the characteristics of Iranian society are different. Having a keyboard, community intermediation and some software are not ICT, but hyper function with affecting behavior, moral, positive attitude, identity and human rights and social and commerce relationship is the ultimate aim.

V.Vetri selvi [4] here are numerous conclusions that can be haggard for this article due to an extensive yet diverse literature review on general impacts of ICT and e-commerce. First, e-commerce has a strong dependence on the course of ICT – E-commerce was born and has evolved owing to information technologies and consequently shall follow ICT every step of the way. The commentary further explains how the knowledge of ICT and successful application of e-



commerce can help enterprises reach their fundamental goal – reduce costs and increase success. As the literature reveals, this implication of ICT and e-commerce has special effects even on the environment (energy saving). Enhancing the learning system, road freight, engineering and architecture are some of the numerous areas that take advantage of information and communication technologies, as illustrated in this article.

Azam Hamidi [5] The companies and the government bank data and the results of the questionnaire surveys along with the library research made it clear that information technology has a high impact on E. marketing. All the above mentioned sources show that IT leads to providing the opportunity at every place and time for advertisement; increasing the overall potential of advertisement; increasing the income for the companies; and decreasing the pollution and energy consumption.

IV. FINDINGS

The companies and the government bank data and the results of the questionnaire surveys along with the library research made it clear that information technology has a high impact on E-Commerce. All the above mentioned sources show that IT leads to providing the opportunity at every place and time for advertisement; increasing the overall potential of advertisement; increasing the income for the companies; and decreasing the pollution and energy consumption.

V. CONCLUSION

Information Technology is responsible for design ,online payment ,recumentation etc..Every technology has its new opportunities and threatening situation for different companies.The globalization of markets and industries and the changing role of Information Technology within business organizations have made the strategic use of Information Technology a key element in determining the success of a company their bank accounts from any geographic location they want.

New changes in technology lead to changing in the economic trading systems of companies.The organizations are paying more attention to commerce which is crucial and has a positive effect on economic and social surroundings.

The essential problem of the E-shopping sites is internet and data privacy which in a high security, which is the current case worldwide. Most enterprises that are using E-shopping aas feared that transactions executed electronically may not be captured.

REFERENCES

1. Winwin Yediot,Meiryani (2019), The role of information technology in E-commerce, International Journal of Scientific & Technology Research ,Volume 8, ISSUE 01, ISSN 2277-8616
2. Alireza Gharegozi,Ebrahim Faraji,Lachin Heydari (2011), The Study Of Information Technology Effect on E-commerce Growth, international conference on advancements in information technology, vol.20.
3. Ahmad sarani(2006),The effect of information technology in e-commerce and emarket in Iran,1-4244-0318-9/06
4. V.Vetri selvi (2018),Impact of ICT in E-commerce,www.ijrar.org,vol.5,Issue 3,P-ISSN 2349-5138
5. Azam Hamidi(2011), Impact of information technology on E-marketing
6. ,www.sciencedirect.com,365-368
7. Junaid M. Shaikh(2014),E-commerce impact: emerging technology – electronic auditing,emerald insight,208-420
8. Mauro Borges , Norberto Hoppen, Fernando Bins Luce(2009),Information technology impact on market orientation in e-business,Journal of Business Research 62 ,883–890