E-COMMERCE AND BUSINESSES

The major benefits of electronic commerce for businesses

The use of Information and Communication Technologies (ICT) in the direction of e-commerce is a critical factor in shaping a new business environment, and offers the following benefits to enterprises:

- Access to new markets, which implies:
  - Increased sales
  - Increased competitiveness
- Reduction of links in the supply chain
- Reduction of direct costs
- Continuous operation
- Better communication and promotion policy
- Better management of products and orders
- Improved corporate image

E-commerce safety requirements

On the Internet, as it is known, there is no 100% security. However, risks exist for companies with only physical presence, as well. In order for a company to successfully operate in the area of electronic commerce, it is necessary to create a safe environment for both the consumers and the entrepreneur. Some important e-commerce systems security requirements are the following:

- Authentication
- Authorization
- Assurance
- Confidentiality
- Integrity
- Availability
- Non repudiation
Electronic transactions risks

The most common and important risks posed during the implementation of electronic transactions are:

- Data Theft
- Data Falsification
- Fraudulent transactions
- Denial of Service
- Masquerade
- Unauthorized access into computers and computer networks (cracking and hacking)
- Malware
- Phising

E-commerce technologies and applications

Secure Sockets Layer (SSL): Security of web applications based on the SSL protocol, which was created to offer a safe connection between browsers and servers by encrypting communications between them.

Secure Electronic Transactions (SET): The SET protocol constitutes a trade protocol which was created in 1997 as a method of securing the content of economic transactions through the Internet providing authentication, confidentiality and integrity of the message.

Electronic Data Interchange (EDI): The EDI is a common file structure designed to allow large organizations to transmit information through large private networks.

Antivirus: Anti-virus software is a program or set of programs that are designed to prevent, search for, detect, and remove software viruses, and other malicious software like worms, trojans, adware, and more. Their main disadvantage is that they cannot always easily recognize new viruses even when updated regularly.

Firewall: A firewall is software or hardware that allows only external users that have the appropriate permissions to access the protected network.
Tips for Employees

› Organize e-commerce processes in business by building a new business strategy.

› Continuously improve business processes by using digital technology, integrating all of the company’s operations to e-business (organization, resource management and human resources, continuous training, marketing, sales, logistics, security, technology, customer relations, etc.)

› Prepare a comprehensive business plan, which is necessary in order your new business initiative in electronic commerce to be successful.

› Ensure that you are aware of your customers’ and your suppliers’ needs. With the help of Internet-based tools and maintenance of electronic databases with your customers’ demands and your suppliers’ offers, it is possible to improve relations with your customers and suppliers.

› Improve the evaluation of new needs.

› Improve customer service by making it more extensive geographically, in time, and in terms of services provided.

› Improve information management between sellers, customers, and your suppliers.

Entrepreneurs or employees of companies that wish to have access to more information can visit the website www.cyberalert.gr/feelsafe

E-COMMERCE AND CONSUMERS

Why to buy from an online store?

● It is available 24 hours a day, any time you wish.
● You don’t have to visit the physical store.
● You can even buy a product which is not available in a store near your home.
● The price of the product is often lower compared to the price in a store.

but there are also disadvantages...

● Lack of personal contact with the seller.
● Everyone has the ability to create an online store.
● There is no direct contact with the product when ordering it.
Tips for Consumers

› Make sure you have installed on your PC an antivirus program which is often updated or even better you have chosen to receive updates automatically.

› It is safer to avoid doing online shopping on shared computers.

› Usually in order to make a purchase or transaction in an online store, you need to create an account and choose a password. For all the passwords you should keep in mind the following tips:
  - Do not share your password with others.
  - Make your password unique to your life and not something that is easily guessed.
  - Have a different password for each online account.
  - Write down your password and store it in a safe place away from your computer.
  - Change your password several times a year.

› You should be careful when you find extremely attractive offers expiring immediately, as they usually hide traps. Also, special attention should be given if there are spelling errors in the e-shop website.

› If a site asks for a lot of information in order to purchase a product or service, such as pin code of the credit card, immediately abandon the transaction.

For more tips for consumers on electronic commerce visit: www.cyberalert.gr/feelsafe
What is electronic commerce (e-commerce): 

According to ECA (Electronic Commerce Association): “Electronic commerce (e-commerce) covers any form of business or administrative transaction or information exchange, which is performed by using any IT technology and telecommunications.”

E-commerce is divided into indirect and direct. Indirect e-commerce involves electronic ordering of goods, which can be delivered only by traditional means, such as mail. While direct e-commerce includes ordering, payment and delivery of intangible goods and services directly from the Internet in digital form.

E-commerce categories

The main element of electronic commerce is communication, in particular exchange of information between senders and recipients. These exchanges concern three actors: consumers, businesses and public organizations. The categories of e-commerce, depending on organizations among which the transactions are implemented are the following:

- Business - to - Business (B2B)
- Business - to - Consumer (B2C)
- Consumer - to - Consumer (C2C)
- Business - to - Government (B2G)
- Consumer - to - Government (C2G)

For more information about E-Commerce visit: www.cyberalert.gr/feelsafe