E-commerce is still being dominated by large corporations. Small and medium sized business houses have to take advantage of everything on the Net. Online shopping is clearly catching on with consumers and retailers need to keep pace with growing demands.

Blocking and Censorship

People worldwide are under virtual slavery. It has been ISS reported in some media that many countries are blocking their citizens from accessing the Net, either partially or wholly. Censorship is enforced by some countries by stopping either a total ban on the Net or controlling the access traffic or installing filters blocking access to websites. Indian citizens enjoy unprecedented degree of freedom of speech and therefore may constitute a threat to the government. Development in any field may prove detrimental if it does not appreciate the code of ethics.

Infant Stages

Electronic commerce is still in its infant stage. Indian commerce is establishing itself in the area of internet business. The concept of e-commerce is still in evolutionary stage, it is a job that still needs to be defined. The IT function has not grown beyond the marketing department and credit cards, merchant accounts, digital signatures and prompt payment and one has to realize that the e-commerce role is more about harnessing technological resources to deliver profits to the Net users. Only a few Indian big houses have gone online to explore the potentials of e-commerce.

E-commerce has yet to take off in India, because Indian consumers are wary of leaving their re credit card numbers on the Net. They eye the neighbourhood shopkeeper with suspicion and drive a hard bargain. So, e-commerce websites are losing thousands of customers.

1.9 KEYWORDS

E-Commerce: Digitally enabled commercial transactions between and among organizations and individuals.

EDI: Electronic Data Interchange, means a way to exchange standard documents in intra or inter organizations.
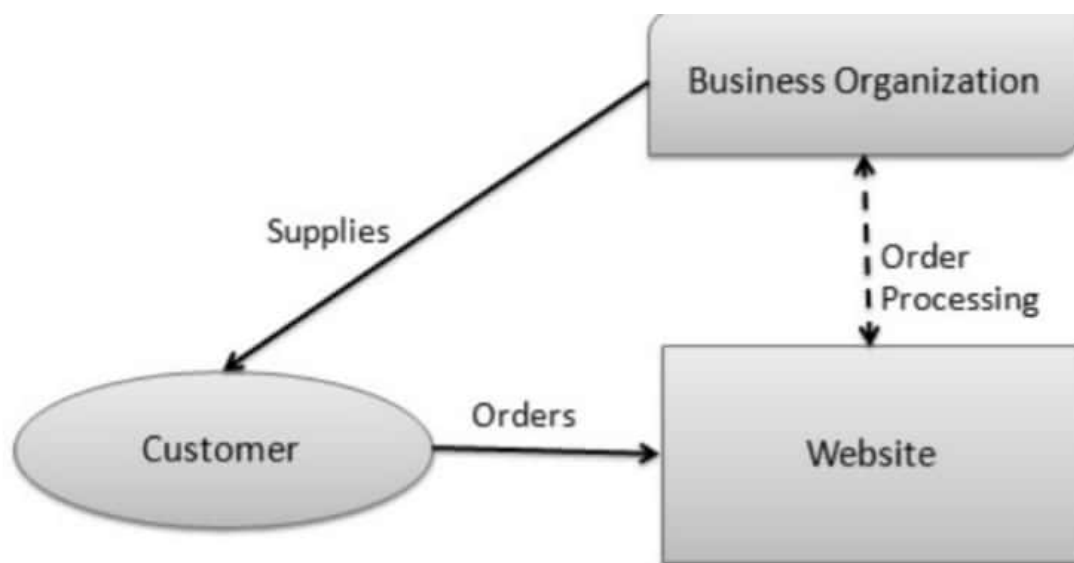
B2B: Business to Business, means e-commerce transactions taking place between business to business organizations.

16

E-commerce business models can generally be categorized into the following categories.

- Business - to - Business (B2B)
- Business - to - Consumer (B2C)
- Consumer - to - Consumer (C2C)
- Consumer - to - Business (C2B)
- Business - to - Government (B2G)
- Government - to - Business (G2B)
- Government - to - Citizen (G2C)

Business - to - Business

Consumer - to - Consumer