

# A REVIEW PAPER ON EVOLUTION of ECOMMERCE

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**Abstract:** *Electronic commerce refers to buying, selling and exchanging of goods and services over the internet. Ecommerce is the most useful way for conducting business. E commerce has some strategy to create market place where company may or may not physically present. E-commerce electronically conducts businesses so it uses some technologies such as email, EDI, EFT, mobile devices. The growth of business in ecommerce increased day by day .This paper evaluates the growth of ecommerce and enhancement of technologies used in ecommerce.*

**Keywords:** ARPANET, EDI, EFT, HTTP, FTP, HTML, XML, Java, JavaScript, AJAX, SWRL, RSS, e-business.

## **Introduction:**

Buying, Selling and exchanging of goods and services over the network including internet is refer to e-business or e-commerce .In 1969 U.S dept of defense developed

research project on Networking called ARPANET. ARPANET network was totally inter organizational network or internet. So e-commerce born in 1969. In 1970 other network like Bitnet, Usenet are established. Bank sector use private network for EFT in this decade because money transfer is very fast and more accurate. In 1980s EDI and E-mail technologies used in e-commerce for increase business. New advanced technologies implement in late 1980s, but implementation of these technologies are difficult .The World Wide Web is arrived in 1992. Web pages are created to represent information graphically. So WWW made it more users friendly and easy to use compared to earlier technologies. In the era of 2000 the growth of ecommerce is reach in height. Report of world trade organization on 2001 ecommerce value increased at \$300 billion. So marketplace of e-commerce increased day by day. There are

different types of e-commerce involved in business.

**Types of E-commerce are:**

A) **Business to Business:** In business to business e-commerce organizations sell or buy their product with each other. Examples business.ebay.com, Eurooffice, Emap business publications etc.

B) **Business to Consumer:** In business to consumer e-commerce Company sell their product to customer. Example of ecommerce sites are amazon.com, flipkart.com etc.

C) **Consumer to Consumer:** financial or informational transaction between consumers. Examples are eBay, Skype, MySpace etc.

D) **Consumer to Business:** Consume sell their product direct to organizations. Examples are priceline.

E) **Other:** Some non profitable organization such as government, academic institute involved in ecommerce. Academic institution conduct e-counseling for admission purpose. Government organization are involved in collect revenue, exchange information, inter government services over internet.

Ecommerce is more cost effective than normal business. Ecommerce reduce time for delivery of product and exchange of financial information. It reduces paper work. Ecommerce has social advantage .Every person can do shopping, financial transaction, official work from home.

Disadvantage of ecommerce is lack of security, privacy. Internet bandwidth problem of network also effect e-commerce market.

**Evolution:**

**Technology Evolution:**

I) In earlier days from 1970 to 1990 FTP, IRC, Email are used in internet.

**FTP:** FTP is file transfer protocol used to transfer file from one host to another over internet.FTP work over client-server network.FTP client established connection with server for transfer files. Secure Socket Layer used in FTP to establish secured connection between client and server [1].

**IRC:** Internet relay chat is application protocol which transfer text messages between hosts. It works on client and server architecture. Client IRC install in user computer which transfer text to other client through server [1].

**Email:** E-mail is the internet technology which transfers electronics messages between users. Each individual user create their email account in particular email service provider such as Gmail, yahoo etc. Users access their account to transfer mail messages to others account and read their mail messages.

II) HTML, HTTP, XML, java, JavaScript technology arrived on 1990 to 1999.

**HTML and XML:** Hypertext Markup Language is the language to build static web pages. Web pages designed graphically and textually by HTML. So HTML is used for only

create and design web page. XML is Extended Markup Language to define data. So XML used for describe data.

**HTTP:** Hypertext Transfer Protocol used to transfer hypertext. Hypertext is the structured text have link between two web pages containing text. HTTP is protocol used in World Wide Web [1].

**Java and JavaScript:** Java is the high level object oriented language. JAVA used in web to create dynamic web pages and create APPLET programming. Java is secure, portable, platform independent language so java is more reliable language in web.

JavaScript is the language written in java for client side validation and design. JavaScript is scripting language that written in HTML tags.

**III) AJAX, SWRL, RSS arrived on 2000.**

**AJAX:** Asynchronous JavaScript and XML is the group of technologies which used in client side to create asynchronous web application [1].

**SWRL:** Semantic Web Rule Language is semantic language which is express rules as well as logic. OWL, OWL Lite subset of Rule Markup Language [1].

**RSS:** Rich Site Summary or RDF site summary which uses a family of standard web feeds format and publish frequently updated information: blog entries, news headlines, audio and video [1].

#### **Web sites Invention in Ecommerce:**

Amazon (1994)	Retailer site
Yahoo (1995)	Directory and Portal
eBay (1995)	online auction
Hotmail (1996)	web-based e-mail marketing
goto.com (1998)	pay-per-click search marketing
google.com (1998)	search engine
Blogger (1999)	Blog publishing platform
Myspace (1999)	Social Network
Skype (2001)	VOIP
Facebook (2004)	Social network applications
YouTube (2005)	video sharing.
Hulu (hulu.com) (2007)	Quality video broadcast service
Foursquare (foursquares.com) (2009)	A location-based social media website designed for media.

**Conclusion:** Growth of e-commerce is increased gradually. The objective of this article is to evolute growth of e-commerce from earlier age to present age. So e-commerce is more advantageous economically and socially. Growth of the e-commerce dependent on growth of the technology .In future e-commerce market reaches on peak because technology grows every day.

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