

## Ethics of E-Commerce in Information and Communications Technologies

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### Abstract

*Electronic Commerce is method of exploit business through computer networks, internet and web application. It is possibly the most talented application of information technology witnessed in recent years. E-commerce helps to work as a mediator between front end and back end within the Internet like any client sitting on his computer as a front end for accessing all facilities of the internet like selling, purchasing, on-line admission, on-line form fill up etc and server processes these information in back end and return back desired results to the client. Unlike in previous era of commerce client used to carry out all information physically with effort and efficient way. So e-commerce has made it easier for people to decrease physical work and to save time. It is reforming supply-chain management and has immense potential for manufacturing, retail and service operations. The remarkable importance of e-commerce has encouraged us to write this paper. In this paper, we propose ethics of e-commerce in information and communication technologies.*

### Keywords

*E-commerce, E-learning, Internet, Web Applications*

### 1. Introduction

E-commerce, in the popular sense, can be defined as: the use of the Internet and the Web to conduct business transactions. A more technical definition would be: e-commerce is the method of buying and selling of goods and services on the Internet, especially within the World Wide Web. E-commerce differs from e-business in that no commercial transaction, an exchange of value across organizational or individual boundaries, takes place in e-business. The process of e-commerce starts by sharing information between the supplier and prospective customers. Customers can browse the Web sites and select the product of their choice. Then they need to fill the form with relevant information

such as personal and order details. This information is transferred from the customer's Web browser to the Web server of the website. The data is then stored in the supplier's database and is used to perform other transactions for completing the sale. Payments can be made by using a credit card or a debit card. After the order processing, the supplier arranges for the product to be delivered.

### 2. Information and Communications Technology

The Information and Communications Technologies (ICT) defined, for the purposes, as a "diverse set of technological tools and resources used to communicate, and to create, disseminate, store, and manage information." These technologies include computers, Internet, broad casting technologies (radio and television), and telephony. It is using as an extended the ethics of e-commerce based on software. Fig 1 shows how software helps to increase ethics of e-commerce.

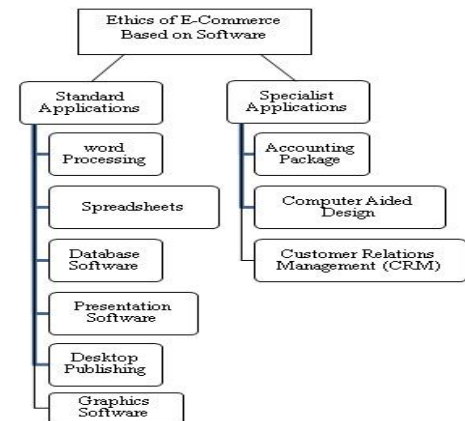


Fig 1: Ethics of E-commerce based on software

### 3. Basic features of E-commerce

Ecommerce or electronic commerce, a subset of e-business, is the purchasing, selling, and exchanging of goods and different types services over computer networks through which transactions or terms of

services performed electronically. Various features of e-commerce are given below

**3.1: Omnipresence:** It is available just about everywhere and at all times.

**3.2: Worldwide Streach:** The potential market size is roughly equal to the size of the online population of the world.

**3.3: Worldwide canons:** The technical standards of the Internet, and therefore of conducting e-commerce, are shared by all of the nations in the world.

**3.4: Productivity:** Information that is complex and content rich can delivered without sacrificing reaches.

**3.5: Interactivity:** E-commerce technologies allow two-way communication between the merchant and the consumer.

**3.6: Information compactness:** The total amount and quality of information available to all market participants is vastly increased and is cheaper to deliver.

**3.7: Adaptation:** E-commerce technologies enable merchants to target their marketing messages to a person's name, interests, and past purchases. They allow a merchant to change the product or service to suit the purchasing behavior and preferences of a consumer.

**3.8: Public expertise:** User content generation and social networking technologies.

#### 4. Effected Software for E-commerce

Software is logical part of computer, which cannot be touch and pick up. It is set of program and design specific need of the customer. There are various software is helpful for e-learning system.

**4.1: Web Server Software:** It responds to requests for learner through the web pages.

**4.2: Web Server Utility Programs:** It provide different type information about server usage and web site traffic patterns.

**4.3: E-Commerce Software:** It supports e-commerce activities like catalog management, electronic shopping cart, and payment software related to educational.

**4.4: Web Site Design Tools:** It specially helps the student for What-you-see-is-what-you-get (WYSIWYG) applications or wizards.

**4.5: Graphics Applications:** It is use to design and create graphic elements of web sites, which are make educational software and e-learning system too attractive.

**4.6: Web Site Development Tools:** It help to design Application programming interfaces (API's) for create

online admission, examination system, e-mail id creation etc. for making e learning possible.

#### 5. Ethics of E-Commerce in Business

E-Commerce is the ability of a company to have a dynamic presence on the Internet which allowed the company to conduct its business electronically, in essence having an electronic shop. Products can be advertised, sold and paid for all electronically without the need for it to be processed by a human being. Due to the vastness of the internet advertising and the website can be exposed to hundreds of people around the world for almost nil cost and with information being able to be changed almost instantly the site can always be kept up to date with all the latest products to match with consumers demands. Ethics, also known as moral philosophy, is a branch of philosophy that involves systematizing, defending, and recommending concepts of right and wrong conduct.

Therefore biggest advantage of E-Commerce is the ability to provide secure shopping transactions via the internet and coupled with almost instant verification and validation of credit card transactions. This has caused E-Commerce sites to explode as they cost much less than a store front in a town and has the ability to serve many more customers. The basic ethical component of e-commerce based on business given fig 2.



**Fig 2: Ethics of E-commerce based on business**

#### 6. Benefits of E-Commerce in ICT

##### 6.1 General Benefits

6.1.1 Greater efficiency throughout the school.

6.1.2 Communication channels are increased through email, discussion groups and chat rooms.

6.1.3. Regular use of e learning across different curriculum subjects can have a beneficial motivational influence on students' learning.

### **6.2 Benefits For Teachers**

6.2.1 E-learning facilitates sharing of resources, expertise and advice.

6.2.2 Greater flexibility in when and where tasks are carried out.

6.2.3 Access to up-to-date pupil and school data, anytime and anywhere.

6.2.4 Enhancement of professional image projected to colleagues.

### **6.3 Benefits for Students**

6.3.1 Higher quality lessons through greater collaboration between teachers in planning and preparing resources.

6.3.2 Gains in understanding and analytical skills, including improvements in reading.

6.3.3 Development of writing skills (including spelling, grammar, punctuation, editing and re-drafting), also fluency, originality and elaboration.

6.3.4 Flexibility of 'anytime, anywhere' access.

6.3.5 Development of higher level learning styles.

### **6.4 Benefits For Parents**

6.4.1 Easier communication with teachers.

6.4.2 Higher quality student reports – more legible, more detailed, better presented.

6.4.3 Increased involvement in education for parents and, in some cases, improved self-esteem.

6.4.4 Increased knowledge of children's learning and capabilities, owing to increase in learning activity being situated in the home.

6.4.5 Parents are more likely to be engaged in the school community.

## **7. Conclusion**

Ethics is an important element in all aspects of computing, but proves to be a real problem in the development and delivery of electronic commerce systems is necessary. In a world where so much information is transmitted and shared electronically by the help of information and communication technologies but is a more specific term that stresses the role of e-commerce and integration of telecommunications which enable user to access, stores necessary data and enhance the user life by digital life style.

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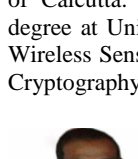
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