

Research Paper—Commerce



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Introduction and Basic Overview of E- Learning and E-Commerce



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A B S T R A C T

Internet and Web technologies enable new kinds of applications, usually prefixed with a capital "E" as in E-Commerce, E-Business, E-Learning, E-Science or E-Communities. Such applications are often innovative in their use of these technologies, and support or require new work, learning, or business scenarios. Furthermore, focusing on these E Applications leads to new requirements as well as to interesting new technologies or extensions of existing ones.*

Introduction:

Both e-learning and e-commerce are increasingly of interest to researchers in recent years. It was considered that e-learning could be taken as a special type of e-commerce, in which the education service provided online is, in fact, the product that being purchased and delivered online from an e-commerce system. The purpose of this paper is to discuss a preliminary idea on the e-learning system and E-commerce system.

What is E-Learning?

When trying to define E-Learning, there is no one definition. It is often referred to as online education because online education covers a much broader range of services than E-Learning. E-Learning can be useful both as an environment for facilitating learning at schools and as an environment for efficient and effective corporate training (Turban et al, 2002, p.358). E-Learning was brought about with the development of the internet and in particular, the sudden demand of E-Commerce. E-Learning can also be used in the

business environment. Not only does it increase access to learning, but also help employees increase customer satisfaction, expand sales, and accelerate technology adoption. "In short, E-Learning enables companies to prepare their workforces for an increasingly competitive world marketplace" (Turban, 2004, p.359).

There are many benefits associated with E-Learning. Not only does it eliminate the barriers of time, distance and socioeconomic status, but it can also enable individuals to take charge of their own lifelong learning. To keep up with today's fast-paced business environment, skills and knowledge need to be continually updated and refreshed. While E-Learning can save money, reduce travel time, enable large numbers of students to take classes simultaneously, provide on-demand education and enable self-paced learning, it also makes learning less frustrating by making it more interactive and engaging (Turban et al. 2002, p.359).

Introduction and Basic Overview of E-

Commerce:

The conducting of business communication and transactions over networks and through computers. As most restrictively defined, electronic commerce is the buying and selling of goods and services, and the transfer of funds, through digital communications. E-Commerce is like any other business, except ...Developing a business over the Internet requires many of the same major activities as starting any other business. But there are some features unique to e-commerce.

Not All Products Are Very Compatible to Sales Over the Internet

Not all products are real compatible to be sold over the Internet. For example, they may require a lot of face-to-face selling. They may cost a lot to ship (a primary practice in e-commerce is that customers buy products, and you ship the products to them). You need to make sure that, because your product may be advertised to the world, that you remain in control of your ideas, or “intellectual property”.

You Need an Online “Store”

Basically, you need an “online store” to be an “e-tailer”. (Don’t fret. You may be able to outsource, or hire, a current store to work with you.) Your store will need a “merchant” account, or the ability to process your customers’ credit card transactions over the Internet. This includes needing a “secure server”, or that your online store be on a computer system that ensures that customers’ credit card numbers cannot readily be read by people who are not supposed to read these numbers. You’ll probably need some kind of online order form that customers can complete, in order to purchase your products. You may even want your the processing of customers’ order to include processing the customers’ credit card numbers right away while they’re still online and connected to your Website.

Obviously, You Need a Website

You need to design and promote a Website. You’ll need access to expertise that can regularly design and maintain this Website for you — and it will require ongoing attention.

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