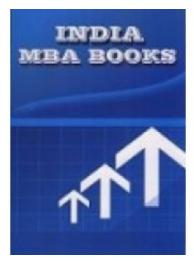
# E-COMMERCE AND DIGITAL MARKETS



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# **Unit-II**

Internet Advertising: Models of internet advertising, Banner advertisements, Sponsoring Content, Screensavers and Push Broadcasting, Corporate Web Site. Securing the Business on Internet: Types of Threats, Security Issues in E-commerce, Policy, Site Security, Protecting the network, firewalls, security the Web services; Securing Network Transaction: Cryptology, Digital Signatures, e-mail security, Security Protocols for web commerce. Cyber Laws including Information Technology Act.

#### **Unit-III**

Electronic Data Interchange; Search Engines and Directory Services; E-Commerce: Influence on Supply Chain Management, Influence on Marketing. Online Shopping: Concept and Role of Confirmation, Perceived Risk, Website Quality, Perceived Ease of Use, Perceived Usefulness, Social Value and Perceived Enjoyment in Online Shopping using E-Commerce platform.

## **Unit-IV**

Nine Pillars of Digital India, DigiLocker, Safe Banking tips, eSign-Online Electronic Signature Service, National Payment Corporation of India, An overview of concepts: e-wallets, UPI, USSP, USSD, NEFT,

RTGS, Mobile Banking