

Introduction to E-commerce

Zheng Qin

 **TSINGHUA**
UNIVERSITY PRESS

 Springer

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With 98 figures



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ISBN 978-7-302-16323-7 **Tsinghua University Press, Beijing**
ISBN 978-3-540-49644-1 **Springer Berlin Heidelberg New York**
e ISBN 978-3-540-49645-8 **Springer Berlin Heidelberg New York**

Library of Congress Control Number: 2007940845

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Co-published by Tsinghua University Press, Beijing and Springer-Verlag GmbH Berlin Heidelberg

Springer is a part of Springer Science+Business Media
springer.com

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Cover design: Frido Steinen-Broo, EStudio Calamar, Spain
Printed on acid-free paper

Preface

E-commerce is a subject which researches how to use electronic and information technology to promote the traditional business process to change profoundly. The subject is still at its infant age and is fast developing. Its theoretical system is still being constructed and perfected. Under such circumstance, this book tries to choose the contents that are fixed, and closely related with E-commerce as the subject system of E-commerce. The architecture of E-commerce is as follows (Fig. 0.1).

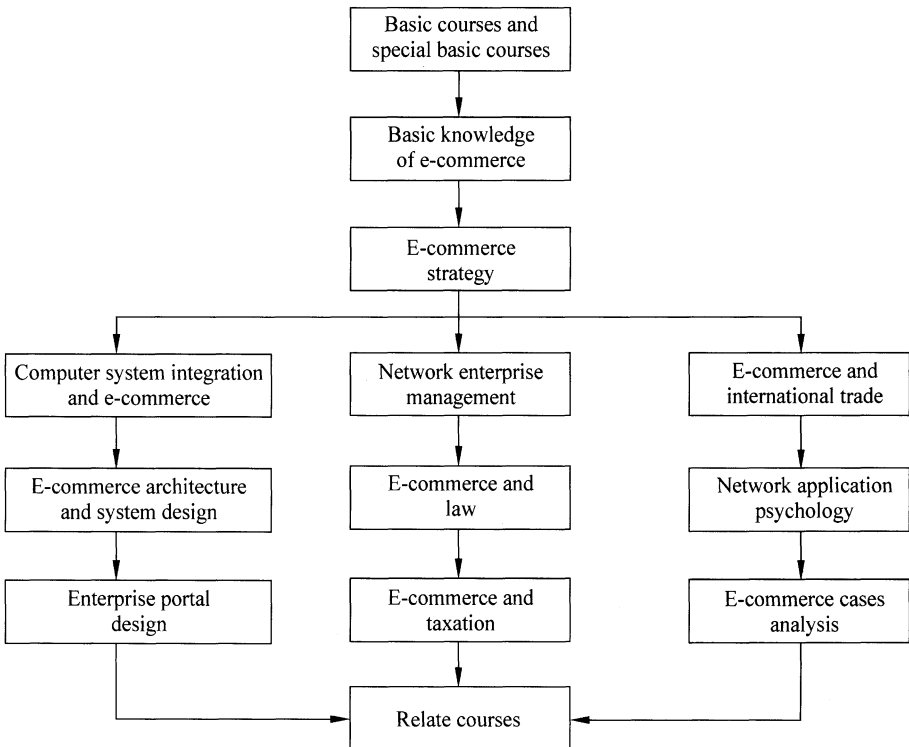


Figure 0.1

Prerequisite courses of E-commerce include some basic courses such as *Advanced Mathematics, Discrete Mathematics*, etc.; and some specialized courses such as *Computer Networks, Programming, Operating System, Database Management System, Management Engineering*, etc. With all these courses, one can study the subjects such as *Guide to Electronic Commerce, Introduction to Electronic Commerce, Electronic Commerce Strategies*, etc. The students with different study purposes and requirements can choose different courses respectively: the students majoring in electronic information, whose main goal of learning E-commerce is to design and implement E-commerce systems, can choose the courses such as *Computer System Integration and E-commerce, Systematic Structure and System Design of E-commerce and Enterprise Portal Website Design* etc to learn; the administrators aiming at enterprise administration should choose the courses such as *E-Commerce and Law, E-commerce and Tax Revenue, Network Business Administration* etc. to learn; while the students that take the E-commerce applications as their target should learn *E-commerce and International Trade, Network Application Psychology, E-commerce Case Study* etc. The knowledge they learn from these courses together with related knowledge can help them can help them to achieve their goal of learning E-commerce.

There are narrow-sense E-commerce concept and wide-sense E-commerce concept which is also called as e-business. E-commerce researches how to use electronic and information technology to promote the traditional business process to change profoundly, while e-business researches how to use electronic and information technology to promote various social activities of human-beings to deeply change. E-commerce originated from EDI in the 1960's, and its concept formed in the 1990's. E-business originated even earlier, but its concept formed in about 2000. This book focuses on E-commerce, and the interrelationship of its main contents is illustrated as in Fig. 0.2.

This book assumes that most of the readers have no related experience or knowledge of E-commerce, so some basic knowledge of E-commerce will be introduced in chapter 1. E-commerce security plays an important role and is one of the crucial factors that affect the development of E-commerce. E-commerce security follows the basic knowledge. After having learnt former two chapters, readers with different goals can choose different contents to study according to their own goal. The students that want to master E-commerce technologies and want to use these technologies to establish E-commerce websites can go along the mainstream in the figure ignoring the branches at two sides. The students that are majoring in business administration can choose the left side branch to learn, while the students that focus on E-commerce applications should choose the right side branch to learn.

The first edition of this book, is chosen as textbook by universities such as Tsinghua University, Xi'an Jiaotong University, Beijing Normal University etc., and has established a good reputation among the teachers and students of these universities. It was republished for several times. Since the first edition was sent

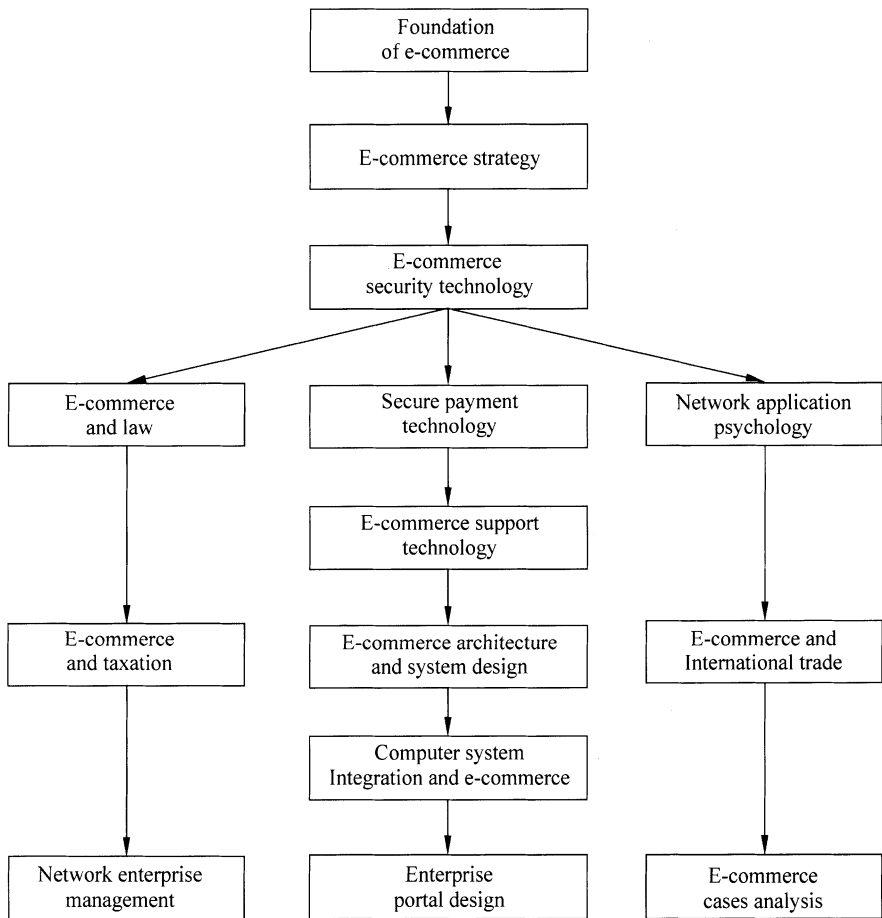


Figure 0.2

to press, E-commerce technologies have been rapidly developing, and the authors have been deepening their understanding of E-commerce. Some valuable feedbacks are also obtained from the teachers and students. To promptly reflect the technology development, our new understanding of E-commerce, taking into account of valuable feedback information, we greatly modify and update the content of the first edition forming the second edition. This edition consists of five parts which are basis, technology, management, practice and applications.

The first part includes two chapters. The first chapter largely expands and updates the corresponding content of the first edition, and adds the introduction to mobile E-commerce. The first chapter is a sketch of this book, which provides the readers a complete picture of E-commerce. In the second part, introduction to fundamental technologies that are related to E-commerce security is added, and in order to enhance the requirements of E-commerce security, E-commerce security technologies are also added. Part three adds the E-commerce tax revenue

administration and the brief introduction of *The Electronic Signature Law of PRC*. The *network application psychology* is added in part five. Meanwhile, most contents of the first edition are updated so that they can reflect the development of E-commerce technologies.

The content of this book is chosen and organized by Professor Qin Zheng. Qin Zheng, Li Shundong, Han Yi write some parts of this book respectively. Yan Lixiang and Dong Jinchun read the manuscript and propose some valuable suggestions. Qin Jun reads the manuscript and polishes the text. Li Shundong finishes the total book.

This book can be used either as a textbook or reference book for four-year and three-year college students that are specialized in E-commerce, electronic information, information management and business administration, and postgraduates. The whole book can be used for teaching postgraduates. Some chapters with an asterisk can be excluded for four-year college students and some with two asterisks can also be excluded for three-year college students. Any opinions from readers about this book are appreciated.

The authors

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