LITERATURE REVIEW

Agarwal Devendra1 U.P. 250110, India (2010)
This paper discusses about web Personalization of Indian e-Commerce Websites using Classification Methodologies. The paper highlights the classification methodologies using Bayesian Rule for Indian e-commerce websites. It deals with generating cluster of users having fraudulent intentions. Secondly, it also focuses on Bayesian Ontology Requirement for efficient Possibility Outcomes.

Peter Tarasewich University of Massachusetts Boston (2010)
WIRELESS/MOBILE E-COMMERCE: TECHNOLOGIES, APPLICATIONS, AND ISSUES: Here authors explained clearly on Many technologies and applications have appeared recently which are directed at mobile computing and the wireless Web. Wireless (or mobile) e-commerce is concerned with conducting transactions and other business activity with these new technologies and applications. This research looks at some of the relevant technologies, applications, and issues in wireless e-commerce.


Balasubramanian S. – Honeywell (2010)
The author says that one of the key inhibitors for organizations to adopt Cloud Computing practices is the perceived risks around information security. As Cloud Computing requires organizations to source their IT needs outside of their corporate network, the traditional enterprise security practices are being challenged & it demands alternate security models. This paper describes the security risks identified in the Cloud Environment and the solution offered by Jericho security model to approach those risks.

A group of authors from "wipro council for industry research" discussed about the security in the information age: the rise of cyber attacks" the threat of a new age of cyber threats, cyber wars, and cyber espionage are on the rise, and with this, a whole new dimension arises in the realms of cyber security. A combination of technical expertise, law and an effective security infrastructure are the need of the hour towards achieving the objective of securing the information assets of the country.

Seyyed Mohammad Reza Farshchi (2011)
In this paper, Study of Security Issues on Traditional and New Generation of E-commerce Model: Nowadays electronic commerce services have risen to become more and more popular on Internet and Web environment. Exchange security on network is very important for e-commerce service and it is always the key factor that affects the success of electronic commerce
In this paper, they discuss some security related issues about traditional and new generation of e-commerce model, such as authentication, authorization, non-repudiation, and integrity in P2P model; moreover, we discuss some trust models in P2P e-commerce. By analyzing the main features of P2P e-commerce, we sum up some design principles of trust model in P2P e-commerce. We provide a thorough overview about the network security issues that surround e-commerce and e-commerce applications and propose a corresponding research framework for security in e-commerce. We believe that as long as the security issues are adequately addressed, the P2P e-commerce would achieve great success in the future e-commerce markets in comparison to other security methods.

Rui Wang, Shuo Chen-Bloomington, IN, USA, IEEE(2011)
How to Shop for Free Online Security Analysis of Cashier-as-a-Service Based Web Stores: Web applications increasingly integrate third-party services. The integration introduces new security challenges due to the complexity for an application to coordinate its internal states with those of the component services and the web client across the Internet. In this paper, we study the security implications of this problem to merchant websites that accept payments through third-party cashiers (e.g., PayPal, Amazon Payments and Google Checkout), which we refer to as Cashier-as-a-Service or CaaS. We found that leading merchant applications (e.g., NopCommerce and Interspire), popular online stores (e.g., Buy.com and JR.com) and a prestigious CaaS provider (Amazon Payments) all contain serious logic flaws that can be exploited to cause inconsistencies between the states of the CaaS and the merchant. As a result, a malicious shopper can purchase an item at an arbitrarily low price, shop for free after paying for one item, or even avoid payment. We reported our findings to the affected parties. They have all been fixed by vendors. We further studied the complexity in finding this type of logic flaws in typical CaaS-based checkout systems, and gained a preliminary understanding of the effort that needs to be made to improve the security assurance of such systems during their development and testing processes.

J. Ben Schafer, Joseph A. University of MinnesotaMinneapolis, MN (2011)
This paper explains about E-Commerce Recommendation Applications: Recommender systems are being used by an ever-increasing number of E-commerce sites to help consumers find products to purchase. What started as a novelty has turned into a serious business tool. Recommender systems use product knowledge – either hand-coded knowledge provided by experts or “mined” knowledge learned from the behavior of consumers – to guide consumers through the often-overwhelming task of locating products they will like. In this article we present an explanation of how recommender systems are related to some traditional database analysis techniques. Here examine how recommender systems help E-commerce sites increase sales and analyze the recommender systems at six market-leading sites. Based on these examples, they create a taxonomy of recommender systems, including the inputs required from the consumers, the additional knowledge required from the database, the ways the recommendations are presented to consumers, the technologies used to create the recommendations, and the level of personalization of the recommendations. Here identify five commonly used E-commerce recommender application models, describe several open research problems in the field of recommender systems, and examine privacy implications of recommender systems technology.
Michael T. Hamlet, PhD, New York, USA (2011)
Case Studies in Global E-Commerce and Marketing Research Case studies from at Harvard University, Thunderbird University and Cranfield University (UK) were employed as research tools, for undergraduate and MBA students for 20+ years. Since 1996, internet research added much to the learning. There is a surging need in today’s job market, for marketing research and global e-commerce skills. Global E-Commerce course was offered in an undergraduate business program. Marketing Research course was offered in an MBA class. Real-world examples were utilized and applied in class wherever applicable. Students did final projects individually or in a team, by employing case studies via library and internet search. The outcome assessment indicated that the case studies enhanced significantly their overall learning experience. Students rated the courses good to excellent.

Ellen Schulten, Heloise Ontology Associates(2011)
The E-Commerce Product Classification Challenge: This article launches an international research challenge in the area of intelligent e-business. The challenge is to come up with a generic model and working solution that is able to (semi-)automatically map a given product description between two different e-commerce product classification standards. A fundamental premise - and a major economic driver - behind B2B Electronic Commerce is that labor-intensive and time-consuming human interactions can be replaced with (semi-)automated Internet-enabled processes. Looking at actual implementations, we indeed see ‘simple’ applications, such as product search and selection without the intervention of a sales representative, and more sophisticated solutions, such as server-to-server communication for inventory replenishment of enterprises.

Kyösti Pennanen- University of Vaasa(2011)
Trust, Risk, Privacy, and Security in e-Commerce topics are discussed here. The concepts, Trust, Risk, Privacy and Security, are widely used in various studies done by multiple disciplines, and they are often incorrectly referred to almost as synonyms. The aim is to clarify the concepts from the consumer viewpoint in e-commerce. The findings of our qualitative study suggest several relationships between the four concepts and serves as building blocks for further research.

Tomi Dahlberg- Finland, (2011)
Paper is based on Past, present and future of mobile payments research: A literature review
The mobile payment services markets are currently under transition with a history of numerous tried and failed solutions, and a future of promising but yet uncertain possibilities with potential new technology innovations. At this point of the development, we take a look at the current state of the mobile payment services market from a literature review perspective. We review prior literature on mobile payments, analyze the various factors that impact mobile payment services markets, and suggest directions for future research in this still emerging field. To facilitate the analysis of literature, we propose a framework of four contingency and five competitive force factors, and organize the mobile payment research under the proposed framework. Consumer perspective of mobile payments as well as technical security and trust are best covered by contemporary research. The impacts of social and cultural factors on mobile payments, as well as comparisons between mobile and traditional payment services are entirely uninvestigated issues. Most of the factors outlined by the framework have been addressed by exploratory and early phase studies.
Mark S. Ackerman and Donald (2011)
Here authors discussed Privacy and Security Issues in E-Commerce topic discussed, Privacy – the control over one’s personal data – and security – the attempted access to data by unauthorized others – are two critical problems for both e-commerce consumers and sites alike. Without either, consumers will not visit or shop at a site, nor can sites function effectively without considering both. This chapter reviews the current state of the art and the relevance for privacy and security respectively. Here examine privacy from social psychological, organizational, technical, regulatory, and economic perspectives. Then examine security from technical, social and organizational, and economic perspectives.

Mohammad Al-Fayoumi1 Abdulaziz University Jedda, KSA (2011)
This paper explained the Practical E-Payment Scheme topic discussed here: E-payment is now one of the most central research areas in ecommerce, mainly regarding online and offline payment scenarios. Customers are generally passive in e-commerce transaction. Relied on a blind signature, this paper introduces an e-payment protocol, in which customers have more initiative, and can terminate the transaction before possible cheats, its security is enhanced. Moreover, the cost of workers and communications falls down considerably while the cost of trusted authority and protecting information is increased. As there is no trusted authority in the proposed scheme, network overcrowding and conspiracy problems can be avoided. Furthermore, the protocol satisfies fairness and non-repudiation. This helps merchant and bank to speed up the financial transaction process and to give user instant services at any time. Also, in this paper, we will discuss an important e-payment protocol namely pay-word scheme and examine its advantages and limitations, which encourages the authors to improve the scheme that keeps all characteristics intact without compromise of the security robustness. The suggested protocol employs the idea of blind signature with the thought of hash chain.

V.Srikanth, Bangalore, India (2011)
Here author discussed An Insight to Build an E-Commerce Website with OSCommerce: For many people who use computers in their day to day life to conduct their business, don’t have time or spend good time to develop clear idea or to leverage the latest internet applications or technologies, to promote their products and services to generate more revenue. We all know Dell, Amazon, eBay and many others are the most successful enterprises which have grown worldwide and conduct their billion dollar businesses successfully now-a-days. It’s my intention to analyze the critical success factors for building an ecommerce website for all business people which is easy to understand and start working on it by creating a global presence in WWW. This paper is all about electronic commerce framework, business models, payment systems, security and promoting a web site by using popular open source OSCommerce.

Mohiuddin Ahmed- Bangladesh (2011)
Authors discussed based on Design Approaches to Enhance Usability for E-Commerce Sites: Human computer interaction has a great collaboration with World Wide Web. The fastest growing web technology and interaction issues are compelling web designers to think for quality and user friendly designs in the web. Websites are expected to be designed in a way which will allure the visitors who are looking for particular information. E-commerce sites are one of the fastest growing sites where consumers or users shop things without any burden of being
physically present at the shop and receive products at home. We are proposing novel design approaches which will ameliorate the interaction styles and will help the users to access information and do shopping efficiently.

Aphrodite Tsalgatidou1 - Greece (2011)
Mobile E-Commerce and Location-Based Services: Technology and Requirements: Advances in Internet and network technology and the rapidly growing number of mobile personal devices result in the fast growth of Mobile E-Commerce, M-Commerce. In this paper we view M-Commerce as activity of conducting E-commerce transactions using mobile terminals over a wireless network. A special case of M-commerce are Location Based Services (LBS) where often the actual position of the terminal is used in the service provision. In this paper they concentrate on the requirements for the LBS. Because technology is an important facilitator and at the same time a limiting factor, they review shortly the technology aspects relevant for LBS. We then present the most important user, system and infrastructure requirements. Finally we present a design and implementation of an LBS application running on Java handsets and evaluate its properties and review lessons learned with respect to the requirements.

Chitra Kiran N –Bangalore, INDIA (2011)
A Robust Client Verification in cloud enabled m-Commerce using Gaining Protocol:
The proposed system highlights a novel approach of exclusive verification process using gain protocol for ensuring security among both the parties (client-service provider) in m-commerce application with cloud enabled service. The proposed system is based on the potential to verify the clients with trusted hand held device depending on the set of frequent events and actions to be carried out. The framework of the proposed work is design after collecting a real time data sets from an android enabled hand set, which when subjected to gain protocol, will result in detection of malicious behavior of illegal clients in the network. The real time experiment is performed with applicable datasets gather, which show the best result for identifying threats from last 2 months data collected.

Parviz Kermani- Heights NY-(2011)
This paper based on Security Issues in M-Commerce: A UsageBased Taxonomy: M-commerce is a new area arising from the marriage of electronic commerce with emerging mobile and pervasive computing technology. The newness of this area[and the rapidness with which it is emerging]makes it diicult to analyze the technological problems that m-commerce introduces[and, in particular, the security and privacy is usues. This situation is not good, since history has shown that security is very difficult to retro-fit into deployed technology, and pervasive m-commerce promises (threatens?) to permeate and transform even more aspects of life than e-commerce and the Internet has. In this paper, they try to begin to rectify this situation: they offer a preliminary taxonomy that unifies many proposed m-commerce usage scenarios into a single framework, and then use this framework to analyze security issues.

Mark S. Ackerman (2011)
This paper discussed Privacy and Security Issues in E-Commerce. Privacy – the control over one’s personal data – and security – the attempted access to data by unauthorized others – are two critical problems for both e-commerce consumers and sites alike. Without either, consumers will not visit or shop at a site, nor can sites function effectively without considering both. This chapter reviews the current state of the art and the relevance for privacy and security
respectively. We examine privacy from social psychological, organizational, technical, regulatory, and economic perspectives. We then examine security from technical, social and organizational, and economic perspectives.

A. S. Andreou, C Nicosia, Cyprus,(2011)
MOBILE COMMERCE APPLICATIONS AND SERVICES: A DESIGN AND DEVELOPMENT APPROACH: This paper suggests a new approach for designing and developing m-Commerce services and applications. This approach relies on mobile users needs and requirements, the classification of the m-Commerce services and applications, as well as the current technologies for mobile and wireless computing and their constraints.

He Yi, Jiang Jian - Henan University of Urban Construction (2011)
E-commerce Security Payment System Research and Implementation: Development of e-commerce brought new I try and convenience for people's work and life, but it is not as popular and in-depth as people think, in addition to other factors, a very important reason is the security of e-commerce, which becomes the bottleneck of the e-commerce development [1]. Any individual, business or commercial institutions and banks will not do business transactions through an insecure network, which will lead to commercial secrets or personal privacy information leakage, resulting in huge loss of profits. The core issue of e-commerce is security.

Andrés Guadamuz González, Lecturer, University of Edinburgh (2011)
PAYPAL: THE LEGAL STATUS OF C2C PAYMENT SYSTEMS
The C2C electronic payment systems constitute a novel and interesting manner of making online payments, in particular in consumer transactions. It is evident that there is some room for regulatory involvement in this area. In this line, the most pressing regulatory question is the legal status of intermediary online payment systems such as PayPal. It is the author’s opinion that PayPal operates as a bank despite it recently being granted the status of electronic money. There are also some interesting legal questions in the area of the eventual liability of these payment systems, and it will be interesting to see what further developments in the area of regulation and litigation bring to this arena. With the C2C model being inexorably pushed by the popularity of sites like PayPal and eBay, it is possible that the legal questions surrounding these sites will become more important. This paper serves therefore as an introduction and as an invitation to more research in the field.

Alev M. Efendioglu, University of San Francisco(2012)
E-COMMERCE IN DEVELOPING COUNTRIES: ISSUES AND INFLUENCES
This paper discussed about Issues and Influences of E-commerce developing. Differing characteristics of local environments, both infrastructural and socio-economic, have created a significant level of variation in the acceptance and growth of e-commerce in different regions of the world. Our findings show that, in development and diffusion of ecommerce in China, cultural issues such as “socializing effect of commerce”, “transactional and institutional trust”, and “attitudes toward debt” play a very major role. In this paper, we present and discuss these findings, and identify changes that will be required for broader acceptance and diffusion of e-commerce in China and propose approaches that businesses can use to enhance this development.
Mohanad Halaweh, Christine Fidler - De Montfort University Leicester, UK (2012)

This paper author discussed Security Perception in E-commerce: Conflict between Customer and Organizational Perspectives: Security is one of the principal and continuing concerns that restrict customers and organizations engaging with ecommerce. The aim of this paper is to explore the perception of security in e-commerce B2C and C2C websites from both customer and organisational perspectives. It explores factors that influence customers’ perceptions of security. It also highlights conflicts between customer concerns with respect to security and those of an organization; existing research has not highlighted this issue greatly. This research provides a better understanding of customer needs and priorities on the subject of security, and enriches the currently available security perception literature, by providing new insights from empirical research conducted in Jordan. A qualitative research approach was adopted, since the research seeks an understanding of human (i.e., customer and organisational employee) perceptions.

M. Hasan, E. Harris (2012)

Entrepreneurship and innovation in e-commerce topics are discussed here. In commercial point of view, e-commerce can also be defined as transaction activities between firms and individuals, also it involves in the exchange of money, goods or duties. This definition clearly excludes email, telephone, fax, as well as internal computing accomplished by accounting sales, inventory, treasure, personnel or executive information systems. In short way of expressing this definition will be by excluding inter-organisational systems in total. There are many forms of commercial transactions that can occur in daily life from business to business or B2B such as electronic data interchange, auction markets etc. Commercial transactions can also occur in B2C or business to consumers, such as retailing in the internet and electronic brokerages. E-commerce has tried to take advantage of economies in single point keying to reduce errors and cycle time, a high degree of customizability of product or services to meet customer needs and customer interaction with databases at very low marginal cost.

Khawar Hameed, Stafford, United Kingdom (2012)

An Enterprise Architecture Framework for Mobile Commerce The increasing deployment of mobile technologies across industry sectors is creating fertile ground for organisations to exploit new revenue streams generated from applications that exploit the mobile ecosystem. M-Commerce has been recognised as a key driving force of next generation computing and industry analysts such as IDC have predicted revenue growth arising from m-commerce to far exceed US$27 billion by the end of the decade. Mobility has, without doubt, underpinned the current wave and generation of computing systems resulting in the concept and practicality of mobile solutions becoming embedded as natural or inherent ones that support the daily functions of individuals and corporations. This paper explores an approach to encapsulating the m-commerce ecosystem through the perspective of an enterprise architecture framework.

Shazia Yasin - Chartered University, Pakistan (2012)

Here Cryptography Based E-Commerce Security: A Reviews discussed: E-commerce is a powerful tool for business transformation that allows companies to enhance their supply-chain operation, reach new markets, and improve services for customers as well as for providers. Implementing the E-commerce applications that provide these benefits may be impossible
without a coherent, consistent approach to E-commerce security. E-commerce has presented a new way of doing transactions all over the world using internet. Organizations have changed their way of doing business from a traditional approach to embrace E-commerce processes. As individuals and businesses increase information sharing, a concern regarding the exchange of money securely and conveniently over the internet increases. Security is a necessity in an E-commerce transaction. The purpose of this paper is to explain the importance of E-commerce security and will discuss pretty good privacy, secure E-commerce protocol, public key infrastructure, digital signature and certificate based cryptography techniques in E-commerce security.

Muhammad Awais, Faisalabad-Pakistan (2012)
Advanced SWOT Analysis of E-Commerce: This research paper describes the invention and accessibility of internet connectivity and powerful online tools has resulted a new commerce era that is e-commerce, which has completely revolutionized the conventional concept of business. E-commerce deals with selling and purchasing of goods and services through internet and computer networks. E-commerce can enhance economic growth, increase business opportunities, competitiveness, better and profitable access to markets. E-Commerce is emerging as a new way of helping business enterprises to compete in the market and thus contributing to economic success. In this research paper we will discuss about advanced SWOT analysis of E-commerce which will comprise of strengths, weaknesses, opportunities and threats faced by e-commerce in current scenario.