



MANGALORE UNIVERSITY
Department of Commerce

CMH504: E-Commerce

Work load: 3 hours lecture and 2 hours tutorial per week: total 4 credits

Learning Objectives:

- To understand the nature of E-Commerce business and its various dimensions.
- To Identify the various strategies and advanced concept of web-based commerce.
- To understand the importance and role of E-Commerce and M-Commerce business environment.
- To provide insights to the students on E-Commerce models.

Course Outcomes:

1. Enables the students to know the E-Commerce framework and familiarizes with e-commerce and World Wide Web & the applications of electronic data interchange.

Unit-1: Electronic commerce: Nature and scope of E-Commerce and M-Commerce; Global- E-Commerce; business environment, Evolution of world wide web and future status of web-based business role of web site in E-Commerce, alternative modes of customer relationship management, e-mail etiquette and e-mail security.

Unit-2: E-Commerce models: B2B, B2C, C2C, B2G, O2O and other models of E-Commerce, service digitalization, remote servicing and online Marketing.

Unit-3: Electronic Payment System: Different types of E-payments, E-cash, E-cheques, credit cards, smart cards, electronic purses and debit cards, legal risks of E-payment and options of E-payment system.

Unit-4: Conflicts in E-Commerce business: Features and perceptions of E-Commerce- Conflicts, functional and dysfunctional conflicts in E-Commerce, levels of conflicts, causes of conflicts in E-Commerce and conflict resolution and negotiation through e-mail and its strategies.

Unit-5: Security issues in E-Commerce: Digital identity and electronic signature, E-Commerce Security, E-Commerce Threats, Protecting from E-Commerce Threats, Security tools, Encryption and its roles in E-Commerce Business.

Unit-6: E-Commerce Policy: Recent issues, language and culture in E-Commerce, legal environment in E-Commerce, its border and jurisdiction, contracting and contracting enforcement; National and International Cyber – Laws, ethical and moral issues in E-Commerce.

References:

1. Laudon Kenneth C. and Carol Guercio Traver (2002) E-Commerce: Business, Technology,

- Society.(New Delhi : Pearson Education).
2. Awad Elias M.(2007), Electronic Commerce: From Vision to Fulfillment (New Delhi : Pearson Education).
 3. Kalakota Ravi and Marcia Robinson (2001), Business 2.0: Roadmap for success (New Delhi : Pearson Education).
 4. Smith P.R. and Dave Chaffey (2005), E-marketing, excellence; The Heart of E-Business (UK : Elsevier Ltd.)
 5. Lewicki Roy et.al : „Negotiation ; Mcgrow Hill Education India Pvt. Ltd. (5th Edition) New Delhi – 2013.
 6. Singh B.D. „, Managing Conflict and negotiation, Excel Books, New Delhi –2008.



INTERNATIONAL WEBINAR ON COMMERCE TRENDS DURING COVID 19

DATE: 10-07-2020

Day: Friday

Time: 10:30 AM

Venue: Department of Commerce, Mangalore University

Mode: Online

Webinar report

International webinar on COMMERCE TRENDS during COVID 19 was held on 10th July 2020 at 10:30 am from the Department of Studies of Commerce, Mangalore University. This webinar was organized by Department of Studies in Commerce, Mangalore University, Mangalagangothri in Association with Environmental Advisory for Sustainable Trust, EAST.

**Department of Studies in Commerce
Mangalore University
Mangalagangothri, India
www.mangaloreuniversity.ac.in**

in association with
Proudly Organises

EAST
Environmental Advisory for Sustainable Trust
தழுவியல் தகவல்களைப் பற்றி ஆலோசனை அமைதி
Palayamkottai, Tirunelveli, Tamilnadu, India
www.eastrust.org

**International Webinar on
COMMERCE TRENDS
during COVID19**

Chief Patrons
Prof. P. Subrahmanya Yadapadithaya
Hon'ble Vice-Chancellor
Mangalore University
Dr. G. Paramasivan
Chairman - EAST
Tirunelveli, Tamilnadu

Patrons
Sri. K. Raju Mogaveera
Registrar
Mangalore University
J. Brawin
Admin Executive - EAST
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Mangalore University
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Assistant Professor - Department of Commerce
Mangalore University
Convenor
Dr. Parameshwara
Assistant Professor - Department of Commerce
Mangalore University

Resource Persons
**COVID19: Impact on
Consumer Behaviour + Purchase Patterns**
Dr. B. Nimalathasan
Professor - Department of Accounting
Faculty of Management Studies & Commerce
University of Jaffna, Sri Lanka
**Business Opportunities & Challenges
in Post COVID19**
Dr. K. Maran
Professor & Director, Coordinator - ED Cell
Sri Sai Ram Institute of Management Studies
Sri Sai Ram Engineering College, Chennai
**Commerce 5.0 - Redefining for
post COVID19 Pandemic Scenario**
Dr. V. Arulmurugan
Assistant Professor
Department of Commerce
Pondicherry University - Karaikal Campus

**10th
July
2020
@
10.30
am**

Registration Fee Rs. 100/-
Pay through Google Pay
@ 98947 82350

Registration Link
<https://forms.gle/9DWZUMqEgnSouqKX8>

For Details
89036 71436
94874 93726

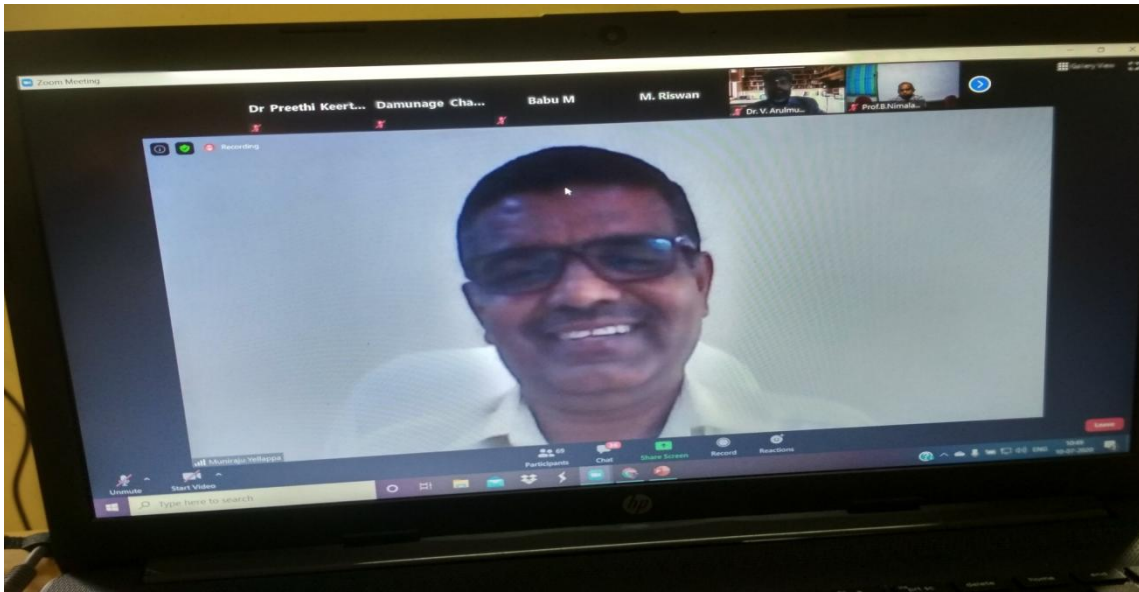
Platform
zoom



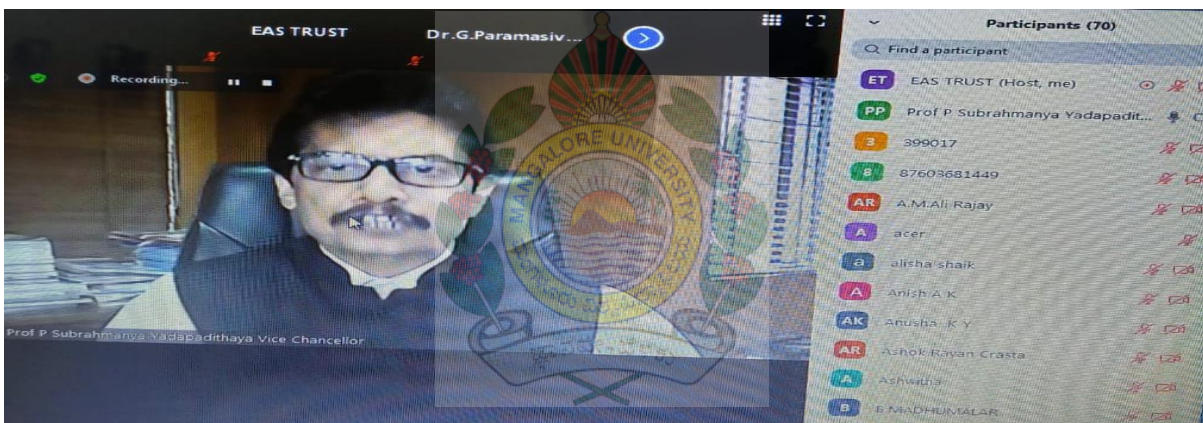
The international webinar started with concept note by the organising secretary, Dr Preethi Keerthi Dsouza. She gave the introduction to the webinar and introduced Mangalore University and the Department of Commerce to the audience. She also gave the need to hold the webinar on the topic “Commerce Trends during COVID 19”



The welcome note was given by Prof. Y Muniraju, Department of commerce, Mangalore University. He welcomed and introduced the honourable Vice Chancellor of Mangalore University Prof P Subrahmanya Yadapadithaya and extended a note of welcome to the speakers of the conference. He also welcomed the participants of the webinar.



The president of the webinar was the honourable Vice Chancellor of Mangalore University Prof P Subrahmanya Yadapadithaya.



He inaugurated the programme with a very meaningful message giving importance to the need in the change in human attitude during the time of pandemic. The chief guest for the webinar was Dr G Paramasivan, Chairman, EAST, Tirunelveli, TamilNadu.

The Patrons for the webinar were Sri K Raju Mogaveera, Registrar, Mangalore University and J Brawin, Admin Executive- EAST, Tirunelveli, TamilNadu and Advisors for the Webinar were Prof T N Sreedhara, Dean, Faculty of Commerce, Mangalore University, Prof Y Muniraju, Professor- Department Of Commerce, Mangalore University, and Prof Ishwara P, Department of Commerce, Mangalore University. The Organizing Committee consisted of Dr. Vedava P., Associate Professor and Chairman, Department of Commerce, Mangalore University, the Organising Secretary for the Conference was Dr Preethi Keerthi Dsouza , Assistant Professor- Department Of Commerce, Mangalore University and Convenor for the programme was Dr Parameshwara, Assistant Professor, Department of Commerce, Mangalore University.

The Resource Persons for the Programme were Dr. B. Nimalathasan, Professor, Department of Accounting, Faculty of Management Studies and Commerce, University Of Jafna, Sri Lanka, and Dr. K. Maran, Professor and Director, Coordinator- ED Cell, Sri Sai Ram Institute of Management Studies, Sri Sai Ram Engineering College, Chennai and Dr. V. Arulmurugan, Assistant Professor, Department Commerce, Pondicherry University, Karaikal Campus

The resource person Dr. B. Nimalathasan addressed a meaningful session on Impact on Consumer Behaviour and Purchase Patterns during COVID 19. In his session he explained about how COVID 19 pandemic has fundamentally changed the world. People are living differently, buying differently and in many ways, thinking differently. Supply chain is also come down and many retailers were closed their door and many consumers across the globe are looking at products and brands through a new lens. And he concluded the session by telling that the COVID 19 impacted the consumer behaviour and their purchasing patterns at a high level.



Another resource person Dr. K. Maran explained about new business opportunities and about the challenges they face during post COVID 19. And also he said the current situation has already brought several opportunities for many companies and many retailers are planning to open their business. And there will be great challenges for many businesses man in the future because due to the pandemic our economy is badly affected and it will take many years to solve these problems.

Another resource person Dr. V. Arulmurugan has explained about Redefining for post COVID 19 pandemic Scenario. The unfolding of COVID-19 pandemic is a human crisis of historic scale and complexity. He also said today, the world finds itself amidst a pandemic that has brought about a tectonic shift in our daily lives. Along with an unprecedented human toll, COVID-19 has triggered a deep economic crisis. This has had a severe impact on the

Indian economy and specifically the manufacturing sector. India's GDP growth tumbled to 3.1% in the March quarter, the slowest pace since the global financial crisis more than a decade back.

Economy Vs COVID19 Pandemic Scenario...

Covid19 Vs Lockdowns...!!!

- ❑ **Lockdown 1.0**
Hygiene
- ❑ **Lockdown 2.0**
Food & Hygiene
- ❑ **Lockdown 3.0**
Food, Health & Hygiene
- ❑ **Lockdown 4.0**
Food, Health, Hygiene & Livelihood
- ❑ **Lockdown 5.0**
Food, Health, Hygiene, Livelihood & Economy (Commerce/Business)
- ❑ **Unlock Phase I, II & III** (Public Transport)
- ❑ **Lockdown 6.0** (Containment Zones & Educational Institutions)

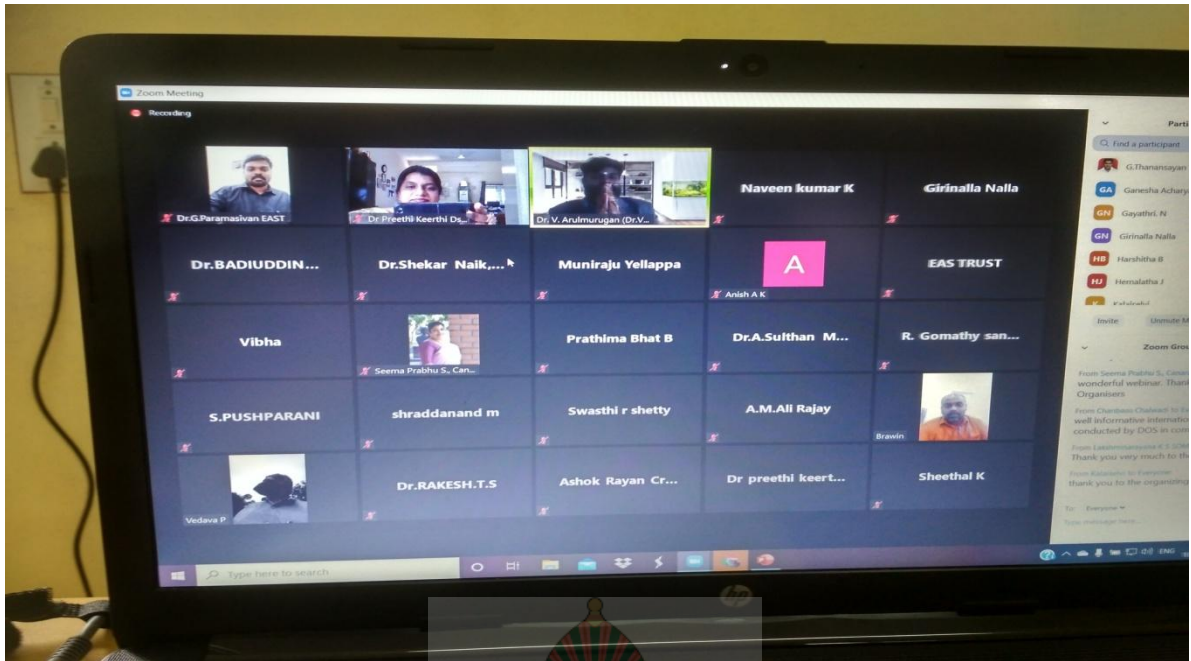
From EAS TRUST to All thanks for being with us

4 © Dr. V. Arulmurugan

India's manufacturing sector forms the backbone of the country's economy and contributes significantly to the nation's growth. The sector needs to rapidly transform in order to adapt to a post-pandemic world and reboot the economy.



For the programme there were 70 participants were presented and from 6 states participants were presented for the webinar.



The International Webinar on COMMERCE TRENDS during COVID 19 was well appreciated by all the participants for providing a rich academic input.

