E-COMMERCE
التجارة الالكترونية

كلية دجلة الجامعة
قسم علوم الحاسب
العام الدراسي 2020-2021

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INTRODUCTION TO E-COMMERCE

E-COMMERCE

 trilogy الالكترونية

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A Glance

تجارة باستخراهم الوسائل الإلكترونية

هُمَّم شَيَّ في التجارة إن تكون لدينا معلومات فورية عن حالة السوق مثلًا بالوقت المناسب.
In the past few years, enterprises across the globe have experienced significant changes in their business information system.

Huge investments were made in enterprise resource planning system implementations but still they struggle to get timely information that is needed to make effective business decision and to ensure continuous growth of enterprises.
Internet is becoming one of the most popular medium in transmitting various data that enterprises need; and therefore, users can find any kind of information within a shorter time compared with conventional method that consumes more time.

The emergence of the Internet throughout the world has been contributing such a variety medium in doing business (e-business, e-buy, e-procurement, e-sales, e-shopping, e-payment, e-banking, e-CRM, e-CAD, e-delivery are just a few).

Customer Relationship Management
The explosion of E-commerce has created new mode (phenomena) in **people lifestyle**, especially in shopping activities. Consumers can easily buy products or services like books and airlines tickets via Internet.
INTRODUCTION

Internet Minute in 2019

- Google: 3.8 Million Search Queries
- Facebook: 1 Million Logging In
- YouTube: 18.1 Million Texts Sent
- Netflix: 694,444 Hours Watched
- $996,956 Spent Online
- 2.1 Million Snaps Created
- 41.6 Million Messages Sent
- 4.8 Million Gifs Served
- 180 Smart Speakers Shipped
- 41 Music Streaming Subscriptions
- 1 Million Views
- 390,030 Apps Downloaded
- 347,222 Scrolling Instagram
- 1.4 Million Swipes
- 87,500 People Tweeting
- 188 Million Emails Sent

https://enewswithoutborders.com/
Enterprises has develop their business information system to get timely information that is needed to make effective business decision.

Internet allows users to find any kind of information within a short time, this is a one reason for the growth of E-commerce.

e-shopping, e-buy, e-sales, e-payment, e-banking, e-business are just a few examples of e-commerce.
E-COMMERCE

تجارة الالكترونية

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E-COMMERCE DEFINITION

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تجارة باستهلاك الوسائل الإلكترونية

تعريف التجارة الإلكترونية ووضع التجارة العالمي
والمجلي الإلكتروني

A Glance
The word “Commerce” is the exchange (buying and selling) of products and services, especially on a large scale or globally.

While, E-Commerce (electronic commerce) is the electronically exchange (buying and selling) of products and services, on online services or over the Internet.

Electronic commerce, like any other business, deals with the exchange of money for soft or hard goods and services.

While in 1994, IMail Server becomes the first software available online for sale and immediate download via Ipswitch Company.
In 1995, Amazon.com which is launched by Jeff Bezos, then eBay is founded in 1995 as AuctionWeb by Pierre Omidyar.
Retail e-commerce sales worldwide from 2014 to 2023
(in billion U.S. dollars)

DEFINITION
DEFINITION
Global e-Commerce Spend in 2020

DEFINITION
Purchase decision information sources in Iraq

Source: thinkbank Iraq Consumer Survey 2020: 1,997 Iraqi internet users aged 18-45

https://thinkbankiraq.com/iraq-consumer-2020/#services
DEFINITION
Purchase Products bought online in Iraq

- Clothing & footwear: 42%
- Food delivery: 36%
- Health & beauty: 27%
- Consumer electronics: 20%
- Household appliances: 18%
- Jewellery / watches: 15%
- Furniture & homeware: 12%
- Taxi rides: 10%
- Books, movies & videogames: 9%
- Toys: 6%
- Sports equipment: 6%
- Groceries: 4%

Source: thinkbank Iraq Consumer Survey 2020: 1,997 iraqi internet users aged 18-45

https://thinkbankiraq.com/iraq-consumer-2020/#services
E-Commerce is the electronically exchange (buying and selling) of products and services, on online services or over the Internet.

The first online product is ‘IMail Server’ from Ipswitch Company which is launched online in 1994.

The first ecommerce website is Amazon.com which is launched by Jeff Bezos then eBay in 1995.
E-COMMERCE

التجارة الالكترونية

E-COMMERCE PERSPECTIVES

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وجهات نظرنا إلى التجارة الإلكترونية
Kalakota and Whintons in 1997 defined the term e-commerce from different perspectives. These **e-commerce perspectives** are:

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<thead>
<tr>
<th>Communication Perspective</th>
<th>Business Process Perspective</th>
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<td><strong>The delivery</strong> of info. or goods/services or payments over network</td>
<td><strong>The automation</strong> of business transactions and work flow</td>
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<table>
<thead>
<tr>
<th>Service Perspective</th>
<th>Online Perspective</th>
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</thead>
<tbody>
<tr>
<td><strong>The Tool</strong> of addressing the desire, managing the cost, improving the quality and increasing the speed of delivery</td>
<td>The capability of buying and selling online on Internet</td>
</tr>
</tbody>
</table>
1. Communication Perspective:
According to this perspective, E-commerce is the **delivery** of information, goods/services or payments over telecommunication channels, computer networks or any other electronic mode of communication.
2. Business Process Perspective:
This says that E-commerce is the application of technology towards the automation of business transactions and work flow.
3. Service Perspective:
E-commerce is defined as a tool that addresses the desire of firms, consumers and management to cut service cost while improving the quality of goods/services and increasing the speed of service delivery.
4. Online Perspective:
E-commerce provides the **capability** of buying and selling products and information on the internet and other online services.
KEY STATEMENTS

**Communication Perspective**: The delivery of info. or goods/services or payments over network.

**Business Process Perspective**: The automation of business transactions and work flow.

**Service Perspective**: The Tool of addressing the desire, managing the cost, improving the quality and increasing the speed of delivery.

**Online Perspective**: The capability of buying and selling online on Internet.
E-COMMERCE

التجارة الإلكترونية

TERMINOLOGIES & TRANSACTION MODELS

4th Stage

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A Glance

تجارة باستخراج الوسائل الإلكترونية

ما الفرق بين التجارة الإلكترونية و الأعمال الإلكترونية

نماذج التجارة الإلكترونية
The term **commerce** is treated as **transaction** *between business partners.*

Therefore, the term e-commerce seems to fairly narrow to people. Thus *sometimes* we use the term **e-business.** It is a broader definition of e-commerce.
There is *confusion* among the consultants and the academicians over the use of this term. I think that *e-commerce* encompasses all world of electronically based organizational activities that support a firm’s market exchanges – including a firm’s entire business information system’s infrastructure. On the other hand, some argue that *e-business* encompasses the entire world of *internal and external electronically based activities* including e-commerce.
e-Commerce is e-Business.

It’s using the power of computers, the Internet and shared software to send and receive product specifications and drawings; bids, purchase orders and invoices; and any other type of data that needs to be communicated to customers, suppliers, employees or the public.

* e-Commerce is the way to conduct e-Business
E-commerce uses key standards and technologies including Electronic Data Interchange (EDI), Technical Data Interchange (TDI), Extensible Mark-up Language (XML), and the Standard for Exchange of Product model data (STEP).

e-Commerce is made possible through the expanded technologies of the Internet, the World Wide Web, and Value-Added Networks.
Different people use different terminology such as 'electronic trading', 'electronic procurement', 'electronic purchasing' or 'electronic marketing'.

We can see that e-Commerce is often used in a much broader sense.
E-commerce transaction models can be in terms of the following:

**Business to Business e-Commerce (B2B)** is a type of business model where exchange of goods and services take place between two or more businesses via an online application.

**Business to Customers e-Commerce (B2C)** is a type of business model where exchange of goods and services take place between business and customer via an online application.
**Consumers to Customers e-Commerce (C2C)**
is a type of business model where exchange of goods and services take place between **two or more customers** via an online application.

**Business to Employees e-Commerce (B2E)**
is a type of business model where exchange of goods and services take place between **business and their employees** via an online application.
Customer to Business e-Commerce (C2B) is a type of business model where exchange of goods and services take place between customer and business via an online application.

This business model is a complete reversal of traditional business model where companies offer goods and services to consumers.
TRANSACTION MODELS

B2B
B2C
C2C
B2E
C2B

Business to Business e-Commerce (B2B)

https://loyaltylion.com/blog/guest-post-how-shoppers-want-to-pay-today
Business to Customers e-Commerce (B2C)

https://loyaltylion.com/blog/guest-post-how-shoppers-want-to-pay-today
Consumers to Customers e-Commerce (C2C)

https://loyaltylion.com/blog/guest-post-how-shoppers-want-to-pay-today
Business to Employees e-Commerce (B2E)
Customer to Business e-Commerce (C2B)

https://loyaltylion.com/blog/guest-post-how-shoppers-want-to-pay-today
Just a few Iraq examples
E-commerce is the way to conduct e-Business.

E-commerce is the umbrella for e-business, e-trading, e-procurement, e-purchasing and e-marketing.
The e-Commerce transaction models can be in terms of:

- Business to Business E-Commerce (B2B)
- Business to Customers E-Commerce (B2C)
- Consumers to Customers E-Commerce (C2C)
- Business to Employees E-Commerce (B2E)
- Customer to Business E-Commerce (C2B)
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E-COMMERCE BUSINESS REVENUE MODELS

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تجارة با ستخدام الوسائل الإلكترونية

ما هي طريقة التعامل مع بيع المنتجات و إدارته المخزون
The next most important thing is how to handle inventory management and sourcing products to increase Business Revenue.

Following, well-known four e-Commerce business revenue models:

1. Drop Shipping
2. White Labeling
3. Subscription
4. Wholesaling and Warehousing
1. Drop Shipping

It’s a simple model that lets you set up a storefront and take the customers’ money through credit cards or PayPal.

The rest is up to the supplier.
1. Drop Shipping

This frees you from managing inventory, warehousing stock, or dealing with packaging.

If your sellers are slow, product quality is lower than expected, or there are problems with the order, it’s on your responsibility.
2. White Labeling

In this model, choose a product that is already successfully sold by another company, but offers white label options, design package and label, and sell the product.
3. Subscription

This model relies on a subscription model that delivers customers a box of products at regular, scheduled intervals.
4. Wholesaling and Warehousing

This model requires a lot of investment at the start, that lets to manage inventory and stock, keep track of customer orders and shipping information, and invest in the warehouse space itself.
e-Commerce Business Revenue Models deals with how to handle inventory management and sourcing products to increase Business Revenue.

e-Commerce business revenue models includes Drop Shipping, White Labeling, Subscription, Wholesaling and Warehousing

Drop Shipping Model (simple model) require to set up a storefront and e-payment process, without any managing for packaging, inventory, warehousing stock, and shipping (supplier).
White Labeling Model, require to choose successful-sold products, with offers white label options and design package, and managing inventory, warehousing stock and shipping.

Subscription Model, require to regular subscribers and delivers a box of products at regular and scheduled intervals.

Wholesaling And Warehousing Model require a lot of investment at the start, with managing inventory and warehousing stock, shipping and invest in the warehouse space itself.
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FEATURES OF E-COMMERCE TECHNOLOGY

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تجارة برستريوم الوسائل الإلكترونية

ما هي خصائص تقنيات التجارة الإلكترونية
Business Solutions

Quality and Quantity
Effective Business Decisions
Better Business Communication

Electronic Data Interchange (EDI)
Business Information System (BIS)
Timely Information

Inventory
Factory
Storefront
E-commerce means better business communication and Electronic Data Interchange (EDI) of business information system (BIS) is essential for any and every business.

The quality and quantity of timely information which a business delivers to customers or use this information to make effective business decisions can determine just how competitive the business is.
FEATURES OF E-COMMERCE TECHNOLOGY

A company already may be using a number of electronic based tools to help acquire and extend information and communication needs.

These may include personal computers, word processors, cellular phones and more. Unfortunately, many of today's communication tools are not really up to the speed of today's business needs.
Electronic business can result in better transactions, wide market coverage by offering the benefits of speed, convenience, being cost effective, timeliness, high profit margins, and instant customer relations, no loss of customers, impact and control.

Application of electronic operations to commercial activities means better **business solutions**.

**Intelligent Business Solutions**
FEATURES OF E-COMMERCE TECHNOLOGY

It greatly facilitates a firm to make better decisions, sale forecasts, prices and other valuable information; and to informing, following up and requesting information faster and easier to customers, all these can be sent and received instantaneously (timely information).
E-Commerce Technology offering speed, convenience, cost effective, timeliness, high profit margins and revenue, and instant customer relations, no loss of customers.

E-Commerce Technology facilitates to make effective business decisions and sale forecasts.

E-Commerce Technology facilitates business communication and interchange valuable information instantaneously (quality and quantity of information).
LIMITATIONS OF E-COMMERCE

E-COMMERCE

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What are the catalysts of the electronic revolution? Catalysts are substances that accelerate chemical reactions without being consumed in the process. In the context of the electronic revolution, catalysts refer to the technologies and innovations that have significantly enhanced the speed, efficiency, and accessibility of electronic devices and services.

In the field of electronics, catalysts have played a crucial role in the development of new technologies. For instance, the invention of the transistor by John Bardeen, William Shockley, and Walter Brattain in 1947 was a catalyst that enabled the miniaturization of electronic components, leading to the development of integrated circuits and microprocessors.

Another example is the development of the laser, which has revolutionized various industries, including medicine, communication, and materials processing. Lasers are a result of catalysts that stimulate the emission of light or other electromagnetic radiation by means of stimulated emission.

The electronic revolution continues to be driven by catalysts, as new technologies and innovations are constantly being developed to push the boundaries of what is possible in the field of electronics.
Business Solutions

Electronic Data Interchange (EDI)

Inventory

Business Information System (BIS)

Timely Information

Quality and Quantity
Effective Business Decisions
Better Business Communication
Business Solutions

Electronic Data Interchange (EDI)

Quality and Quantity
Effective Business Decisions
Better Business Communication

Business Information System (BIS)
Timely Information
Limitations of e-Commerce can be grouped into two categories which are “Technical Limitations” and “Non-Technical Limitations”.
LIMITATIONS OF E-COMMERCE

A. Technical Limitations of E-commerce

- There is insufficient telecommunication bandwidth.
- It is difficult to integrate the Internet and E-Commerce software with some existing applications and databases.
- The software development tools are still evolving and changing rapidly.
- Vendors may need special Web servers and other infrastructures in addition to the network servers.
- There is a lack of stem security, reliability, standards and communication protocols.
LIMITATIONS OF E-COMMERCE

B. Non-Technical Limitations of E-commerce

- Lack of **Awareness, Skills** and **Expertise**.
- Lack of **Confidence**.
- **Credit Cards** Frauds.
- Absence of **Tax Laws**.
- Absence of **Cyber Laws**.
- Inadequate **Government Role**.
Limitations of e-Commerce are “Technical Limitations” and “Non-Technical Limitations”.

Technical Limitations of E-commerce includes insufficient bandwidth, difficult integrated to existing applications and databases, newest software development tools, vendors infrastructures and servers, lack of security and reliability.

Non-technical Limitations of E-commerce includes lack of awareness, skills, expertise, confidence, credit cards frauds, absence of tax laws and cyber laws, inadequate government role.
E-COMMERCE
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E-COMMERCE PAYMENT SYSTEM

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تجارة باستعراض الوسائل الإلكترونية

ما هي طرق الدفع الإلكترونية
Electronic Data Interchange (EDI)
Electronic Funds Transfer (EFT)
E-COMMERCE PAYMENT SYSTEM

e-Commerce Payment System (or ePayment System) is a Electronic Funds Transfer (EFT), what is a subcomponent of Electronic Data Interchange (EDI).

Due to the widespread use of the internet-based shopping and banking. The e-Commerce Payment System (or ePayment System) facilitates the acceptance of electronic payment for online transactions.
E-COMMERCE PAYMENT SYSTEM

e-Commerce Payment System (or ePayment System) is a Electronic Funds Transfer (EFT)

- **Card-based** ePayment Method
- **Alternative** ePayment Method
- **Mobile Money Wallets** ePayment Method
- **Stripe Services for** ePayment Method
1. Card-based ePayment Method

Credit cards or Debit cards (e.g. Visa and MasterCard) remain the most common forms of payment for e-commerce transactions.
2. Alternative Payment Method (Financial Cyber-Mediary)

Many of the mediaries permit consumers to establish an account quickly (called cyber-mediary accounts), and to transfer funds between their online accounts and traditional bank accounts.

There are many financial cyber-mediary companies that specialize in financial transaction over the internet, such as: PayPal, Alipay, PayKun
3. Mobile Money Wallets ePayment Method

Telecom operators have started offering mobile money wallets which allow adding funds easily through their existing mobile subscription number, by visiting physical recharge points and converting their cash into mobile wallet currency.

Simply, Google Wallet, Apple Wallet, Asia Hawala & Zain Cash ePayment Services are examples of Mobile Money Wallets ePayment Method that offered by Telecom Operators and IT Companies.
4. Stripe Services for ePayment Method

Its software allows individuals and businesses to make and receive payments over the Internet.
**KEY STATEMENTS**

- ePayment System is a Electronic Funds Transfer (EFT)
- ePayment System is a subcomponent of Electronic Data Interchange (EDI)
- Card-based ePayment Method (Credit cards or Debit cards), e.g. Visa, MasterCard and Switch.
- Alternative Payment Method (Financial Cyber-Mediary), e.g. PayPal, Alipay, PayKun.
Mobile Money Wallets ePayment Method (Mony Wallets that offered by Telecom Operators), e.g. Google Wallet, Apple Wallet, Asia Hawala & Zain Cash.

Stripe Services for ePayment Method, software allows payments over Internet.
E-COMMERCE

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تجارة باستعمال الوسائل الإلكترونية

ما هي برامج المنتجات الإلكترونية
Electronic Data Interchange (EDI)
Electronic Funds Transfer (EFT)
SHOPPING CART SOFTWARE

Is also known as “e-Commerce Software”, “e-Store Software”, “Online Store Software” or “Storefront Software”.

Shopping cart software is a piece of e-commerce software on a web server that allows visitors (online shopping customers) to an Internet site:

- to select items for eventual purchase.
- to accumulate a list of items for purchase.
- to calculate freight transport and postage (addition).
- to calculate packaging and labeling (addition).
- to calculate associated taxes (if there).

At the point of sale, the software typically calculates a total for the order.
SHOPPING CART SOFTWARE Components

Storefront:
The area of the Web store that is accessed by "customers" to the online shop. Category, product, discounts, bestsellers, search, etc. are dynamically generated by the software based on the information saved in the store database. The look of the storefront can normally be changed by the store owner so that it merges with the rest of the web site.
SHOPPING CART SOFTWARE Components

Administration:
The area of the Web store that is accessed by the "merchant" to manage the online shop.
A store owner (or his manager) is able to add and edit Category, product, discounts, bestsellers, search, shipping and payment settings, etc.
SHOPPING CART SOFTWARE

- BigCommerce
- OpenCart
- nopCommerce
- Shopify
- Sana
- OsCommerce
- Magento (An Adobe Company)
- Pimcore
- ZenCart
- WooCommerce
- OFBiz
- Apache
SHOPPING CART SOFTWARE Features

The main comparison features of shopping cart software includes:

- Source Code Provided
- Point of Sale Order Management
- Ajax Use
- Subscriptions
- Taxation
- Statistics
- Stock Control
- Multiple Skins and Template
- Payment Gateway Support
  - Shipment Booking
  - Shipment Tracking
- Guest Account
- Featured Products
- Popular Products
- Image Enlarge
- Newest Products
- Newsletter
<table>
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<th>SHOPPING CART SOFTWARE</th>
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وزارة الاتصالات
الشركة العامة للبريد والتوفير
منصة هدهد للتسليم السريع الشامل

زاجل

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**KEY STATEMENTS**

Shopping Cart Software is also known as e-Commerce Software, e-Store Software, Online Store Software or Storefront Software.

Shopping Cart Software allows select items, accumulate a list of items, calculate freight transport, packaging, labeling, taxes, and the total. Beside shipment booking and tracking.

Shopping Cart Software have 2 components: Storefront as a customers shopping area and Administration as a store owner management area.
**KEY STATEMENTS**

Shopping Cart Software features includes Language, Data Storage, Source Code Provided, Point of Sale Order Management, Taxation, Statistics, Stock Control, Payment Gateway Support, Shipment Booking and Shipment Tracking.

BigCommerce, Shopify and Magento are the well-known Global Shopping Cart Software, and Chanbar is well-known Iraqi Shopping Cart Software.
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E-COMMERCE

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المهندس مازن سمير الحكيم
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