



## E-COMMERACE

# Chapter 7

## E-COMMERCE



# Main objectives



- 1. The concept of e-commerce.**
- 2. The fields of e-commerce and its importance.**
- 3. The various payment systems that are used in e-commerce.**
- 4. the infrastructure that supports e-commerce**

# Sub-objectives

After studying this chapter, the student is expected to master the following knowledge and skills:

1. Learn about E-commerce.
2. Differentiate between stereotyped trading and E-commerce.
3. Lists the areas of use of E-commerce and its importance.
4. Explains the payment systems used in E-commerce.
5. Shows what infrastructure supports E-commerce.

1. The Internet The Internet is one of the most important means that helped the spread and expansion of electronic commerce day after day, as the Internet provides important services in the field of electronic commerce for businessmen, suppliers and consumers
2. The server or host computer Host computer is the server used to store and distribute data to other connected computers across the Internet worldwide. There are many server machines that sell their services to companies and individuals, who want to create and publish their commercial sites so that they are available to other users around the world.

3. Commercial Protection Protocols Commercial Protection Protocols is the infrastructure of the computer network (Internet), which requires a set of commercial protocols to organize the work and ensure safety, confidentiality, and continued flow of electronic commerce between the various parties.

# PROTOCOLS

**HTTPS Hypertext Transfer Protocol Security** Hypertext Transfer Protocol (HTTP) is common when browsing websites that provide general information and that no sensitive data is transferred through it to and from the user. HTTP is easy to penetrate through it and detect that data sent. For the secure protocol (HTTPS) in which the last letter refers to the word (Secured) uses the Secure Sockets Layer Protocol known as the SSL, which ensures that the transmission of data inside the network is in a form of Secure and strictly confidential, this technology later called the versions of Transport Layer Security Protocol (TLS)

# PROTOCOLS

b. **First Virtual Holdings** This system allows the link between banks, companies that issue credit cards, companies that conduct business via the Internet and Internet customers. This system can verify the validity of the transfers and includes monitoring systems to detect problems and the effectiveness of the security of exchanging information during E-commerce operations.



# PROTOCOLS

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**c. Net Cash Net Cash Protocol** is a system used to pay for small transactions that take place during E-commerce. This system depends on coupons or electronic money that can be traded through the Internet. The bank issues these vouchers and transfers them to the beneficiary party for a small commission. Through this system, small payments can be transferred for amounts less than approximately \$100.

d. **Net bill protocol** **Net bill Protocol** is a system that allows customers to pay their bills electronically by conducting electronic payments through the Internet, and many Saudi companies currently provide electronic billing service where customers can receive, view and manage bills online which is an environmentally friendly alternative to paper bills. Examples include Saudi Telecom Company (STC) and Saudi Electricity Company.

# PROTOCOLS

e. **Secure Socket Layers** - SSL SSLis the system used with the https security protocol to transfer and encrypt payment data and other sensitive information safely between commercial sites and customers, where all data is transferred to and from the customer's personal computer in an encrypted manner to be decrypted in the Internet server. The server encrypts the data before sending it to the client to the protocol is then decrypted.

f. **Secure Electronic Protocol-SET** SETProtocolis a secure protocol that was developed by a group of international companies (Microsoft, IBM, Visa, MasterCard) to be adopted as a protocol for payment operations through information networks such as the Internet, for example the Saudi Network SPAN and others. Its purpose is to provide security for card payments when crossing the Internet from commerce and banking sites. As well as ensuring the security of data, its privacy and safety, in addition to verifying that it reaches the required authority in the payment process when conducting financial operations.