

The background features a light blue-to-purple gradient. In the upper left and lower right corners, there are several realistic water droplets of various sizes, some with highlights and shadows. A faint, white, semi-transparent globe is centered in the background, showing latitude and longitude lines.

E-COMMERCE

RUMPAPAK L.

CHAPTER 1: INTRODUCTION TO E-COMMERCE

- MEANING OF E-COMMERCE
- SCOPE OF ONLINE BUSINESS
- EVOLUTION OF DIGITAL TRADE

E-COMMERCE CHARACTERISTICS

- CONVENIENCE AND GLOBAL REACH
- 24/7 OPERATIONS
- COST REDUCTION AND EFFICIENCY

TYPES OF E-COMMERCE

- B2B, B2C, C2C, C2B
- GOVERNMENT-RELATED MODELS

PLATFORMS OF E-COMMERCE

- MARKETPLACES
- SOCIAL COMMERCE
- BRAND-OWNED WEBSITES

E-COMMERCE & DIGITAL ECONOMY

- ROLE IN ECONOMIC GROWTH
- BUSINESS TRANSFORMATION
- DIGITAL COMPETITIVENESS

CHAPTER 2: IMPORTANCE OF E-COMMERCE

- ROLE IN MODERN ECONOMY
- IMPACT ON SOCIETY AND BUSINESS

ECONOMIC IMPACT

- PRODUCTIVITY IMPROVEMENT
- SME OPPORTUNITIES
- JOB CREATION

SOCIAL IMPACT

- CONSUMER EMPOWERMENT
- ACCESS TO GOODS AND SERVICES

BENEFITS AND LIMITATIONS

- BUSINESS, CONSUMER, AND SOCIAL PERSPECTIVES

OMNICHANNEL & SUCCESS FACTORS

- ONLINE–OFFLINE INTEGRATION
- KEY SUCCESS DRIVERS

CHAPTER 3: E-BUSINESS PROCESS

- DEFINITION OF E-BUSINESS PROCESS
- IMPORTANCE IN DIGITAL MANAGEMENT

PROCESS STRUCTURE

- INTERNAL PROCESSES
- INTER-ORGANIZATIONAL PROCESSES

E-SUPPLY CHAIN MANAGEMENT

- PROCUREMENT
- INVENTORY
- LOGISTICS

E-CRM SYSTEMS

- CUSTOMER DATA COLLECTION
- RELATIONSHIP MANAGEMENT

ONLINE TRANSACTION PROCESS

- ORDER TO DELIVERY
- AFTER-SALES SERVICE

CHAPTER 4: IT FOUNDATIONS

- ROLE OF IT IN E-COMMERCE

NETWORK & INTERNET

- LAN, WAN, WIRELESS
- INTERNET PROTOCOLS

DATABASE & CLOUD

- RDBMS, NOSQL
- CLOUD SERVICE MODELS

BIG DATA ANALYTICS

- CONSUMER BEHAVIOR ANALYSIS
- BUSINESS DECISION SUPPORT

EMERGING TECHNOLOGIES

- AI, IOT, BLOCKCHAIN
- CHATBOTS

CHAPTER 5: WEBSITE DESIGN

- IMPORTANCE OF E-COMMERCE WEBSITES

DESIGN PRINCIPLES

- SIMPLICITY
- VISUAL HIERARCHY
- MOBILE-FIRST

UX/UI DESIGN

- USER-CENTERED DESIGN
- CONVERSION IMPROVEMENT

CMS PLATFORMS

- WORDPRESS
- SHOPIFY
- MAGENTO

SEO & DIGITAL MARKETING

- SEARCH OPTIMIZATION
- ONLINE PROMOTION TOOLS

CHAPTER 6: ONLINE CONSUMER BEHAVIOR

- DIGITAL CONSUMER CHARACTERISTICS

CONSUMER DECISION PROCESS

- NEED RECOGNITION
- SEARCH AND EVALUATION

PURCHASE AND POST-PURCHASE

- PAYMENT AND DELIVERY
- REVIEWS AND FEEDBACK

CONSUMER DATA ANALYSIS

- ANALYTICS TOOLS
- BEHAVIOR TRACKING

TRUST AND SATISFACTION

- SECURITY
- SERVICE QUALITY

CHAPTER 7: DIGITAL MARKETING

- ROLE IN E-COMMERCE SUCCESS

SOCIAL MEDIA MARKETING

- PLATFORMS
- ENGAGEMENT STRATEGIES

CONTENT & INFLUENCER MARKETING

- STORYTELLING
- LIVE COMMERCE

DATA-DRIVEN MARKETING

- PERSONALIZATION
- CUSTOMER TARGETING

CUSTOMER LOYALTY

- • RELATIONSHIP BUILDING
- • RETENTION STRATEGIES

CHAPTER 8: LAW AND ETHICS

- LEGAL FRAMEWORK IN E-COMMERCE

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- ONLINE RIGHTS
- REFUND AND WARRANTY

DATA PRIVACY & SECURITY

- PERSONAL DATA PROTECTION
- CYBERSECURITY

INTELLECTUAL PROPERTY

- COPYRIGHTS
- TRADEMARKS

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- TRANSPARENCY
- FAIR COMPETITION

CHAPTER 9: FUTURE OF E-COMMERCE

- TRENDS AND INNOVATION

EMERGING TRENDS

- SOCIAL COMMERCE
- METAVERSE

SUSTAINABLE E-COMMERCE

- GREEN LOGISTICS
- ECO-FRIENDLY PRACTICES

DIGITAL CHALLENGES

- DIGITAL DIVIDE
- TECHNOLOGY GAPS

LONG-TERM SUSTAINABILITY

- INNOVATION
- COMPETITIVE ADVANTAGE