

E-business and E-Commerce in the Digital Economy

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ANNOTATION

In this article, e-business and e-commerce in the digital economy, i.e. the Internet, bring several new and improved ways to the development of business efficiency. Now we can easily carry out various trades and businesses that were previously impossible or very complicated. Basically, the history of electronic business goes back to the beginning of the revolution in the field of information technologies in the 60s and 70s of the 20th century. The rapid development of information and communication technologies (ICT) has made it possible to simplify and reduce the cost of information exchange between and within enterprises. Further development of e-business cannot be imagined without the use of computer networks. Accordingly, at the beginning of the 60s, experts began to think that it would be possible to establish a global computer connection between people to provide instant access to programs and data, databases from anywhere in the world.

Keywords: Internet, economy, digital economy, electronic business, digitalization, electronic commerce.

INTRODUCTION

In the present era, it would not be an exaggeration to say that the Internet, that is, the digitization of the economy, is worldwide. According to our scientists, the beginning of the era of electronic commerce can be considered as 1960. Accordingly, the emergence and formation of the main principles of the information society took place in the 1960s and 1970s. The conceptual foundations of the computer network were developed and the rules that became the model for electronic data exchange were developed. Accordingly, with the widespread use of the Internet in the early 90s of the 20th century, the term "e-business" became widespread in business. The term "electronic business" was coined by L. Gerstner, CEO of IBM. Product delivery and billing are recognized as e-business if at least two components of the production process are carried out over the Internet.

DISCUSSION

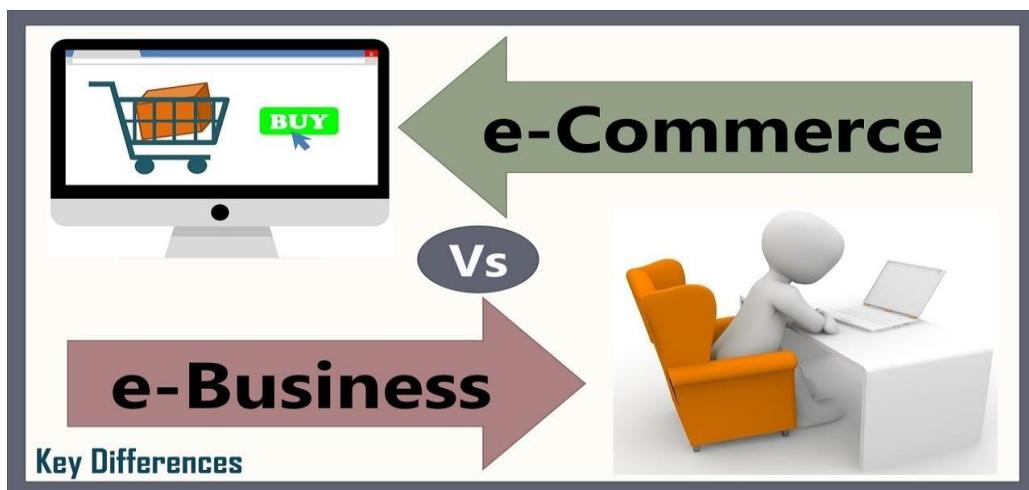
Electronic business, known as e-business for short, refers to the online presence of a business. It can also be defined as a business conducted using the Internet or electronic data exchange, which is known as E-business. E-commerce is one of the important components of e-business, but it is not the essential part.

E-business is not limited to buying and selling goods, but also includes customer service, communication with employees, and other activities that form part of the business where

customers or business partners can contact the company if they wish. includes. All major business transactions are carried out with the help of electronic media.

RESULT and ANALYSIS.

Our results show that e-business and e-commerce have developed a lot in the current period and are making it possible for people to live a good and prosperous life. Basically, e-commerce is nothing but buying and selling goods on the Internet. On the contrary, e-business is slightly different because it is not limited to commercial transactions, but it also provides other services. These are two new ways of doing business that are gaining importance with time. Gone are the days of going to the market to buy a single item. Nowadays, you just need to order online and it will reach you in minutes. Online shopping is becoming popular due to its simplicity and convenience. This is possible only because of two electronic networks, namely e-commerce and e-business.



E-business: This is any business activity that uses the capabilities of global information networks to transform internal and external communications for the purpose of generating income. Mainly, constant optimization of the organization's products and services, as well as the use of digital technologies and the Internet as the main means of communication.

The main purposes of using the Internet for e-business:

- getting additional income from the sale of physical and digital goods and services;
- reduce costs and shorten operation time;
- moving and advertising their goods and services in the market, as well as strengthening their brands.

E-commerce: It is one of the components of e-business, and it is limited to transactions carried out using electronic systems, such as the sale of goods or the provision of services over the Internet. Initially, e-commerce refers to the sale of goods and the transfer of funds through computer networks. When you use a credit or phone card, we participate in electronic commerce. E-commerce involves the sale of goods and services using the Internet. Each commercial operation carried out by means of electronic commerce refers to a specific form

of commerce, such as trade, leasing, consulting, insurance, etc.; methods of evaluating their effectiveness are clearly and thoroughly studied.

CONCLUSION

In short, in the period when our economy is being formed, our country has a high level among the digitized countries of the world. This advanced economic development and the rapid development of the digital economy are showing their place among the developed countries. e-commerce is the main part of e-business. By thoroughly studying the experiences of these advanced and economically developed countries, young people like us can make our own contribution to our independent country. A series of changes shows that the first is the online presence of the simple trade and the same with the second. Nowadays, most of the companies are doing e-business to capture the maximum market share. Since last few years, some e-commerce websites have come up. With all this information provided, it's time to boost your business and entrepreneurship by offering e-commerce, social media marketing services and more.

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