Τεχνολογίες Παγκόσμιου Ιστού και Ηλεκτρονικού Εμπορίου

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Abstract

The term "e-commerce" (EC) covers any form of business or administrative transaction or exchange of information that is carried out using any information and telecommunications technology. Nowadays, the dominant trends are the exploitation of modern global web technologies and the possibilities offered by smart mobile devices. The scientific field of "Electronic Commerce Technology" explores the potential of advanced technologies, Web-based information systems, and their application to support the implementation of e-business processes, transactions, and services. The focus is on all the necessary infrastructure technology of the global web and programming techniques for developing web applications—e-commerce websites and e-business—while the particularities of mobile commerce are also important. The creation of a secure e-business environment is a critical factor for the widespread

dissemination and acceptance of e-business services, which is why web security technologies are an important aspect of ebusiness technology. Other interesting technologies used in the design and development of e-learning systems include the application of software engineering concepts to web/mobile environments, with an emphasis on interoperability through the use of service-based web architecture, but also on usability and efficiency through the adaptation of the IS applications offered (creation of personalized content) and the provision of recommendations. "E-commerce Technology" is a truly synthetic subject, requiring in-depth study of the technologies involved in a global web environment, wired or wireless, so that, once integrated, they can support the increased security, interoperability, and usability requirements of the electronic services of an e-commerce website.



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