



Website development and maintenance for E-commerce business

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DESCRIPTION

E-commerce management is the activity of overseeing an online business to ensure that its objectives of producing high-quality goods, attracting new customers, and retaining existing customers are successfully met. To expand their horizons on the World Wide Web, they had to engage in E-commerce, the electronic commerce that has altered the world and the way enterprises are conducted. E-commerce stores exist to varying degrees as brick and click businesses or pure-click businesses. However, E-commerce management is something that all of these businesses have in common. Any firm should be able to recognize, categorize, and manage the relevant E-commerce endeavor and hire a specialist to carry it out because every company has a different philosophy on the subject. It used to be the job of programmers and IT engineers, but it was later transferred to the experts in web design (Berryman, 1983).

However, in today's market a company's E-commerce needs demand and compel proper E-commerce management and a manager to oversee the entire campaign. Ecommerce management entails the creation and maintenance of a company website during which the ecommerce manager is in charge of all the staff members responsible for carrying out the ecommerce operations. In order to construct and promote an E-commerce site for the business, it entails being familiar with the duties and functions that the fields of IT, marketing, and website development faculties must perform (Deloof, 2003). It also involves routine interaction with them.

Primary purpose of an E-commerce website

E-commerce venture creation and administration are by no means simple. Ecommerce management involves online branding, website promotion, maintaining the quality and freshness of the ecommerce website, and continually developing new plans for the website's online business initiative. It takes a special kind of acumen to understand that E-commerce is like any other essential department of a business. E-commerce management primarily focuses on identifying and redefining the company's E-commerce initiative and goals in order for the E-commerce website to convey the necessary message to online consumers (Gill, et al 2010). Any digital strategy's goal may be easily sold after it has been established. Therefore, determining the primary purpose of an E-commerce website's existence is quite important. With the right ecommerce management, earning ecommerce revenue from all types of businesses is now very much possible on the internet platform, regardless of the site's purpose, whether it is for commerce, community, content, or a combination of them (Ismael and Muhamed 2013). As more people use the Internet as a source of information the amount of international trade that is controlled online is expanding. Additionally, consumers benefit from easy access to goods and services that might not be offered through conventional channels or by local resources and merchants. Skilled ecommerce management specialists are in charge of overseeing the complete operation of running an online store. In many instances, an internal team of knowledgeable information technology and sales specialists manages the complete E-commerce system, or it may be outsourced to an E-

commerce vendor (Kamalavalli and Christopher 2009).

CONCLUSION

E-commerce businesses are also focusing on security as a concern. Developers and administrators should consider consumer data privacy and security, data governance-related regulatory compliance requirements, personally identifiable information privacy legislation, and information protection measures while developing E-commerce systems and apps. While certain security measures are built into the architecture of a programme, others must be frequently updated to deal with evolving threats and newly identified vulnerabilities.

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