A Basic Introduction to E-Commerce and Cyber Security

Dr. Kavita K. Ahuja

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A BASIC INTRODUCTION TO
E-COMMERCE
AND
CYBER SECURITY

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PREFACE

In the interconnected world we live in, where technological advancements have transformed the way we conduct business, two crucial pillars have emerged— E-Commerce and CyberSecurity. As our lives become increasingly digital, understanding the fundamentals of e-commerce and the importance of safeguarding our online presence has become more vital than ever. In this book, we embark on a journey to unravel the intricacies of these two dynamic fields.

Part I of this book delves into the foundations of e-commerce, providing readers with a comprehensive overview of its origins, key concepts, and essential components. We explore the vast array of e-commerce models and platforms, shedding light on the factors that contribute to their success. Whether you're intrigued by the potential of online marketplaces, interested in launching your own e-commerce website, or simply curious about the inner workings of digital transactions, this section will equip you with the knowledge to make informed decisions and maximize your opportunities in the online realm.

In Part II, we shift our focus to cybersecurity. With the increasing number of cyber threats and the risk of data breaches, it's crucial to know how to protect yourself online. This section explores the basics of cybersecurity, including types of cyber attacks, secure communication, data encryption, detecting threats, and responding to incidents. By understanding these important concepts, you'll be able to safeguard your online activities and defend against potential cyber attacks.

We have made sure to balance technical details with easy-to-understand explanations. Our goal is to empower readers with a solid understanding of e-commerce and cybersecurity, no matter your background. We believe that by making these complex subjects more accessible, we can bridge the gap between the digital world and its users, creating a safer and more informed online community.

Please keep in mind that this book is not a complete encyclopedia on e-commerce or cybersecurity. Instead, it serves as a starting point—a way to ignite your curiosity and set you on a path of continuous learning and growth in these fascinating fields.

Now, let's embark on this journey together! Whether you're a student, an aspiring entrepreneur, or simply someone who wants to expand their knowledge, this book aims to give you the tools and understanding to navigate the world of e-commerce and protect your online presence.

Thank you for joining us, and enjoy the adventure!

Dr. Kavita K. Ahuja

Abbreviations

Business - to - Consumer (B2C)

Certificate Authority (CA)

Consumer - to - Business (C2B)

Consumer - to - Consumer (C2C)

Content Delivery Networks (CDNs)

Denial-of-Service (DoS)

Digital Subscriber Line (DSL)

Distributed Denial of Service (DDoS)

Domain Name System (DNS)

Electronic Data Exchange (EDI)

Electronic Fund Transfer (EFT)

Electronic payment systems (EPS)

Global Information Distribution Networks (GIDNs)

Instant Messaging (IM)

Intellectual Property Rights (IPR)

Intellectual Property Rights (TRIPS)

Internet Protocol (IP)

Intrusion Detection Systems (IDS)

Man in Middle (MITM)

Ministry of Information Technology (MIT)

Network Interface Cards (NICs)

Secure Electronic Transaction (SET)

Secure Hypertext Transfer Protocol (SHTTP)

Secure Socket Layer [SSL]

Simple Mail Transfer Protocol (SMTP)

Unified Threat Management (UTM)

Uniform Domain-Name Dispute-Resolution Policy (UDRP)

United States Patent and Trademark Office [USPTO]

Unsolicited Bulk Email (UBE)

Unsolicited Commercial Email (UCE)

Virtual Private Network (VPN)

World Intellectual Property Organization (WIPO)

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