Application of E-Commerce in Library Activities

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ABSTRACT

E-commerce as anything that involves an online transaction. E-commerce involves conducting business using modern communication instruments: telephone, fax, e-payment, money transfer systems, e-data interchange and the Internet. Online businesses like financial services, travel, entertainment, and groceries are all likely to grow. Forces influencing the distribution of global e-commerce and its forms include economic factors, political factors, cultural factors and supranational institutions. The paper is outcome of a review of various research studies carried out on E-commerce. This paper examines different opportunities of e-commerce like E-learning, E-Books, E-Journals, E-Payment, E-Data, E-transaction etc. those applicable in library activities. The paper also discusses about pre-requisition for the e-commerce in library for its business.

Keywords: E-transaction, E-Commerce, E-Data, OPAC

Introduction

E-commerce is any business which can be done using electronic media. Electronic commerce or e-commerce refers to a wide range of online business activities for the services. E-commerce is typically combined with buying, selling, and services over the internet. The service industry is the most efficiently using the e-commerce for its business. Now a day, it is also extended to the libraries also. The libraries are also using the e-commerce for the variety of its functions. Some areas are discussed in this paper.

Objectives

- To understand the e-commerce meaning
- To know compatibility of e-commerce with the library service
- To know the areas where e-commerce can apply

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Meaning of e-commerce

A type of business model, or segment of a larger business model, that enables a firm or individual to conduct business over an electronic network, typically the internet. Electronic commerce operates in all four of the major market segments: business to business, business to consumer, consumer to consumer and consumer to business. It can be thought of as a more advanced form of mail-order purchasing through a catalog. Almost any product or service can be offered via ecommerce, from books and music to financial services and plane tickets.[5]

E-COMMERCE APPLICATION IN LIBRARY

E-Acquisition

The acquisition area or the section is the vertebrae for any kind of library such as special, academic, and public library whether it is a small or a huge library. It is sectioned in a library with substantially separated or without any separation. It is an activity which deals with the procurement of library materials.

The section deals with the main factors of library viz. approvals, purchase orders, receiving, and data processing the materials. It is now a day, using the e-approvals, e-purchase orders, and its payment is made by electronic way by E-Banking. E-Banking is for the payment for the purchased documents.

E-Vendors

The libraries deal with vendor to acquire the materials for its patrons. There are so many e-vendors but in this paper mentioned some top ten[2] vendors' in India viz. www.flipkart.com, www.amazon.in, www.ebay.in, www.snapdeal.com, www.shopclues.com, www.myntra.com, www.homeshop18.com, www.yebhi.com, www.tradus.com, www.pepperfry.com, etc.

E-Learning

Education via the Internet, network, or standalone computer. e-learning is essentially the network-enabled transfer of skills and knowledge. e-learning refers to using electronic applications and processes to learn. e-learning applications and processes include Web-based learning, computer-based learning, virtual classrooms and digital collaboration. Content is

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delivered via the Internet, intranet/extranet, audio or video tape, satellite TV, and CD-ROM. Library is the place where the library patrons can sit and read. Now is providing the e-learning environment by providing e-materials and digital materials. Some E-learning examples are, such as, www.wikipedia.org, www.elearning.vtu.ac.in, www.egyankosh.ac.in.

E-Help Desk

Libraries always acts as reference or help desk to join the reading materials with the readers. A department within a library that responds to user's questions. Most of the large libraries have the help desks to answer patron questions. Questions and answers can be delivered by telephone, e-mail, or fax. There is even help desk software that makes it easier for the people running the help desk to quickly find answers to common questions. The softwares like skype, google talk, Gizmo, iChat, Jajah.

E-Catalogue

The catalogue is list of books those are available in a library. It provides all the bibliographical information about a document. In olden days libraries were used the card system catalogue. Looks like Fig. 1. Now it is online for the library user. It provides bibliographical information to the users from any where and any time. Fig. 2.
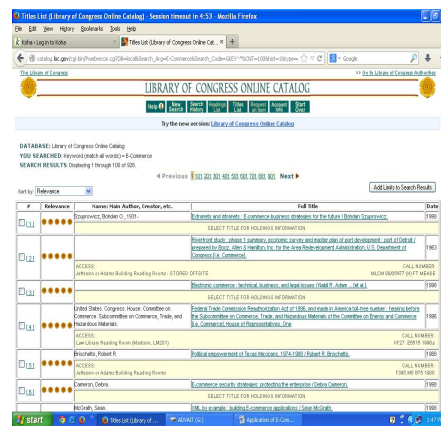

Fig.1 Catalogue

Fig. 2 OPAC

Conclusion

By using electronic technology through the internet, it achieved more competitions, more marketplaces, faster transactions, and more advanced technologies to make activities between library patrons and library professionals more active.

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