LITERATURE REVIEW

Loranca Bernabe (2006)

Author reveals that this work starts with results obtained in e-commerce where quality attributes to be considered in operative web projects were analyzed and evaluated, mainly for the "Functionality and Content" feature of sites and applications of electronic commerce (e-commerce). Aiming to obtain a group of quality attributes where it is possible to identify inter-relations or common features between the variables that compose each class, the binary table from the previous study has been revisited, and has been processed with statistical cluster analysis. Ultimately, hypothesis tests are proposed to infer the behavior of the population of Argentinean e-commerce sites.

Jinling Chang (2005)

Author says that as e-commerce is playing a more and more important role in our life, the appropriate methods and metrics are needed to evaluate the e-commerce Web sites. The Web sites evaluation belongs to multi-criteria decision problems. The main processes used including survey and technical measure did not establish a mathematic model, nor unite the object's satisfaction and dissatisfaction. In this paper, the concordance analysis approach is introduced to evaluate the e-commerce Web sites, and the comprehensive evaluation model is established. The concordance priority index and the discordance priority index are adopted to display aspects of the Web site. The project that has both the maximal concordance priority index and the minimal discordance priority index is the best. One instance including 4 Web sites is analyzed to show the application of this model. The advantages of the model are discussed in the end.

Deng Jiangao (2008)

In this paper Author describes the implementation and application effect of e-commerce information system are important questions for manufacturing enterprise managers to care about. Based on the analyses of e-commerce information system in manufacturing, an integrated evaluation indices system is built up, which can be divided into 3 levels, 4 aspects, includes 20 detail indices. After the invited experts gave the relative important values of each index, we get index weight set with analytical hierarchy process method. Than, fuzzy evaluation model is analyzed, it includes 3 basic steps, confirming fuzzy evaluation matrix, fuzzy calculating, quantificational evaluation result. At last, it carries out a fuzzy comprehensive evaluation on the actual data of a manufacturing enterprise, and gets the relevant evaluation result, which shows how about of the implementation and application of e-commerce information system, hopes the result will do help to managers when applying such information system.
Karen Renaud - Tobias van Dyk (2001)

Group of Authors say that Developers of e-commerce applications are often unrealistic about how their Web site is going to be used, and about possible outcomes during site usage. The most commonly considered outcomes of a user's visit to a site are firstly that the visit culminates in a sale, and secondly that the user leaves the site without buying anything - perhaps to return later. In the second case, sites often "remember" any accumulated items so that a shopper can return at a later stage to resume shopping. In this paper, we consider certain disruptions, such as breakdowns, problems caused by human errors and interruptions, which could affect the outcome of the e-commerce shopping experience. These events have definite and possibly long-lasting effects on users, and applications should therefore be developed to cater for these eventualities so as to enhance the usability of the site and encourage further usage. We develop a model for analysing e-commerce application usage and, using this model, propose an evaluation strategy for determining whether an e-commerce site is resistant to such factors. The proposed evaluation mechanism is applied to three sites to arrive at what we call a "disruption-resistance score".

Yao-bin LU (2006)

Author says that E-Commerce trust has becoming the bottleneck of the development of e-Commerce in China, which attracts much attention of many researchers. However, the empirical researches of e-Commerce trust are very few, so most of research productions lack of persuasion. This text presents an evaluation system of B2C e-commerce trust, which may promote the development of empirical research in China. And then, this text gives an example of empirical research of B2C e-commerce trust, demonstrates how to do empirical research, which may direct the empirical research in China.

Michel Khoury-Xiaojun Shen (2007)

Group of Authors explain that the current e-commerce systems consist of a catalogue which online customers browse through, trying to emulate the real-life shopping experience. These customers, most of the times, are exposed to the product specifications in addition to some pictures and sometimes, animations. They do not undergo the same experience they would in reality: people often shop in groups and share opinions among each other and with product experts about items they browse before committing to purchase. In this paper, we present a web-based e-commerce system where customers can collaboratively experience shopping with their online friends in real-time, and share the interaction with three dimensional virtual models of the items they are considering to buy available in the virtual shop. Realizing that collaborative shopping might lead to an increase in the number of shoppers browsing products simultaneously, scalability is an inevitable issue to deal with. We propose a peer-to-peer (P2P) architecture,
where all peers provide resources and contribute in handling the scalability problem. The paper therefore focuses on two aspects: collaborative virtual environments in an e-commerce environment, and the application of peer-to-peer networking to such systems. Proof of concept and performance evaluations are also presented.

Michel Khoury - Iaojun Shen (2007)

Author found the current e-commerce systems consist of a catalogue which online customers browse through, trying to emulate the real-life shopping experience. These customers, most of the times, are exposed to the product specifications in addition to some pictures and sometimes, animations. They do not undergo the same experience they would in reality: people often shop in groups and share opinions among each other and with product experts about items they browse before committing to purchase. All the pre-purchase experience is heavily undermined in the current electronic shopping emulation, potentially leading to reduced purchasing. However, this experience can be enhanced through Collaborative Virtual Environments (CVE). In this paper, we present a web-based e-commerce system where customers can collaboratively experience shopping with their online friends in real-time, and share the interaction with three dimensional virtual models of the items they are considering to buy available in the virtual shop. The system considers accessibility, a concern for any e-commerce application trying to attract as many customers as possible, and hence uses Macromedia Shockwave at the client side: a widely deployed free player. This differentiates our system from similar VR-based ecommerce systems that require VRML plug-ins or other nonstandard software at the client side. Another characteristic of the proposed system is its unique approach to supporting scalability.

Priyanka Tripathi- M Kumar-Namita Shrivastava (2008)

In this paper Author represents an evaluation methodology of quality characteristics of Web-applications using a broad, integrated, engineering-based approach. The authors have identified factors, sub-factors and metrics for the quality of e-commerce based Web-applications from user point of view. A small, controlled and well planned experiment is conducted in order to evaluate the quality characteristics of Indian e-commerce Web-applications using logic scoring preferences (LSP) grounded on continuous preference logic as mathematical background.

Zhiming QU (2009)
Author write about the strategies evaluation of e-commerce platform has affected the platform progress and development. The quality evaluation system framework of e-commerce platform strategy indicator is established. Fuzzy evaluation index system is put forward to consider various factors. As to indexes system, comprehensive fuzzy evaluation (CFE) model and methods are setup and used to check for practical case. Through CFE model and case study, it is concluded that, based on strategies of e-commerce platform evaluation index system, CFE is applied to evaluate and solve the unclear boundary of e-commerce platform strategy indicators and inaccurate fuzziness.

Aihua Shen (2010)

Author says that with the rapid development in recent years, real estate business investments in information technology have a large extent of increase. Especially with the development of the Internet, enterprises pay more attention to e-commerce implementation value in the enterprise, and expect to take this opportunity to seize the new round of development, and gain a leading position in the fierce market competition. Enterprise in the implementation of e-business process need to find appropriate ways to guide the practice of e-commerce to enable enterprises to invest in e-commerce system to fully appreciate the value obtained. Based on the above requirements, the article established process models of e-commerce system value to real estate business. Model projects for which enterprises implement of e-commerce provide a all aspects of evaluation basis. Real estate companies can combine their own way to practice a clear e-business value realization and to raise the value of e-commerce applications.

Kurnia Sherah (2002)

Author found the Extended Web Assessment Method (EWAM) is an evaluation tool specifically created for the assessment of electronic commerce applications. The method is based on an evaluation grid that includes a set of criteria with which to appraise the quality and success of e-commerce applications. The focus is on consumer perspectives and the specific features of the Internet as a medium. In this paper, we used the EWAM tool for a comparative analysis of Australian and Swiss e-shops selling grocery products. Using a comparative study between two different countries, we explored patterns for success or failure of such online applications. In general, the findings show that web sites in both countries do not fully meet the expectations of consumers. General expectations of consumers in online grocery shopping were explored and highlighted in this study.

Shuliang Liu- Yanling Bai (2010)
Author explains, with the further promotion of e-commerce, e-commerce security issues which become increasingly prominent has become a major obstacle to development of electronic commerce. Solving the security issues of e-commerce has become the most important and basic work for development of electronic commerce. Therefore, this paper through the research for development status of e-commerce security, the main security issues and e-commerce security system and take Company for example, evaluates and analyzes qualitatively and quantitatively the security of enterprise e-commerce system reference to the method of fuzzy mathematics and makes a number of e-commerce to enhance corporate security-related measures with a view to identifying the risks of e-commerce companies and security management to provide some reference and reference. However, from the practical application point of view, there are a large number of complex work to be done for the use of evaluation model proposed in this paper, the further scientific improvement of e-commerce safety evaluation index system, and the further scientific improvement of evaluation system in each specific quantitative indicators, a more scientific and practical division for the level of e-commerce security, should be explored in future research work.

Feifei Wei (2012)

In this paper author designs an improved E-commerce model and adds logistics provider to the traditional E-commerce model, puts emphasis on the mutual supervision of the third-party payment and logistics provider with reputation mechanism in order to reduce the service risks especially the payment risks in network transaction.

Weixiong Hu-Yanhong Chen (2009)

Author explains Lacking of trust is one of the most important causes which make the e-commerce can't be more widely available. How to obtain the trust of Internet users has become an important factor in the development of e-commerce in China .This paper begins with the analysis of the current trust situation of electronic commerce and then proposes the concept of trusted e-commerce and a framework for trusted electronic commerce and an evaluation system framework for the trusted electronic commerce and a thought of how to do the evaluation. The evaluation result-trust level can be used as a basis for user choosing e-commerce application. The signification of this research is offered in the finally.

Wen shi Chen (2011)

Author found that In order to correctly evaluate the safety of e-commerce systems, the use of fuzzy comprehensive evaluation method, proposed model of e-commerce systems and methods of safety assessment. Firstly, according to the characteristics of e-commerce system security, evaluation index system was constructed, and then describes the fuzzy comprehensive
evaluation method, and identified the fuzzy evaluation matrix and a reasonable weight coefficient sets, the last example is introduced e-commerce application of fuzzy comprehensive evaluation system security assessment of specific steps. Experimental results show that the proposed security model can be applied to complex, versatile e-commerce system security assessment, and can provide scientific and objective evaluation results.

**Xi Chen- Shiguo Lian (2009)**

Author found how to resolve network congestion and other problems in electronic commerce (e-commerce) applications, such as digital content distribution in e-commerce, the e-commerce applications distributed systems based on the traditional paradigm are nowadays replaced by peer-to-peer (P2P) systems. Peer to peer technology has a lot of advantages for e-commerce applications especially in digital content distribution field. For commerce applications, the security and P2P rights management become more and more urgent. New schemas and solutions for P2P e-commerce applications' security and right management, which are expected to function automatically or semi-automatically, should be proposed. In this paper, a secure digital content distribution scheme is presented, which can trace illegal distributors in Peer to Peer e-commerce applications. In this scheme, the encrypted content is decrypted into different copy under the control of a fingerprint and encryption key at the peer side. Additionally, these operations are implemented by the peer, which makes the scheme compliant with existing Peer to Peer Digital Rights Management (DRM) systems and very proper for P2P digital content distribution e-commerce applications, performance evaluation is also included.

**Yan Wang- Lei Li- Ee-Peng Lim (2008)**

Author describes that Trust is a critical issue in e-commerce and e-service environments. In some applications (such as eBay), the trust management mechanisms have been introduced to provide valuable information to buyers prior to placing orders and making payments. Meanwhile, the trust issue is also actively studied in the research community. However, most studies and applications focus on approaches that result in a single trust value to represent the trust level of sellers or service providers. Such a simple trust evaluation method may not be able to depict the trust history exactly and may leave misleading information to service customers. In this paper, we present a novel approach of trust vector consisting of three values to reflect the trust level with more indications.

**Yonghu Yang (2011)**
Author explains that e-commerce has a revolutionary social and economic impact since 1990s. However, considering its uncertainty, highly dynamic nature, virtual individual transactions and limitation of e-commerce technology and management of the development, it is very important for e-commerce to develop a secure and reliable credit rating system. Seller credit rating system is a systematic project, and there are many factors to be considered. Seller's online transaction record and trading results will affect buyer's decision on trade, but from the perspective of long-term cooperation, the seller's capabilities of development in the future and the level of credit potential are also important factors to be considered before trading with them. In this paper, the potential of seller's credit in e-commerce environment is evaluated with the improved BP neural network model. The model can produce the evaluation results accurately and effectively, and it can be put into application.

**Yuheng Wang (2010)**

Author says, Since E-Commerce (EC) is rapidly emerging in different industries with various forms, A comprehensive and efficient evaluation criterion is necessary for comparison and improvement of EC. This paper develops a conceptual framework and quantitative method for evaluating web-based EC applications. First, Based on work flow of EC, it establishes a specified four-part model which consists of sellers, transaction platform, logistics and buyers. Then the key factor in each part is critically examined in terms of factual conditions. Second, a research method, which can convert qualitative analysis into quantitative index, is invited for further constructing evaluation framework. Third, The conceptual framework of evaluating e-commerce is built on the basis of former key factor analysis, which includes three levels from the top to the bottom, namely objective level, evaluating level and factor level. Accompany with the method invited, A comprehensive and measurable model is established for evaluating EC. Finally, it concludes how to evaluate the web-based EC and discusses the key factor varies with different EC forms.

**Yujuan Wang (2012)**

Author explains that evaluation of e-commerce businesses has a theoretical and practical importance in strengthening enterprise value management, brand building to promote e-commerce, venture capital and other areas .This articles firstly analyses the principle of option pricing mode and then amends it. Combining with the basic methods of business valuation - discounted earnings method, a new valuation method for e-commerce business enterprises is proposed and it is proved true by the case. I believe that: option pricing theory has a broad application in the field of e-commerce business valuation and it can boost the sustained and healthy development of China's e-commerce businesses.

**Zhang Yunning (2010)**
Author talks about embarking from the content of the architecture industry e-commerce, the paper first build up a systematic index of the e-commerce maturity degree for construction enterprises from the view points of the management environment, technical support, the applying procedures, security and the benefits of e-commerce; And then use the method combined grey relational analysis and the TOPSIS method to build up an evaluation model; At last give out the sorting of the e-commerce maturity degree of construction enterprises according to the relative proximity. On the purpose of helping the construction enterprise evaluate its e-commerce application level, this model provides the important reference for the enterprise decision-making.