

Technology fundamentals of electronic commerce article reviews example

[Media](#), [Social Media](#)



- What are traditional myths about electronic commerce?

There are several myths about electronic commerce such as; before electronic commerce growth, phones were believed to be for making a call only, telephone lines were laid down in town. In 1990's websites were used to search information when doing research for academician, people didn't use it for other purposes. Companies compete with their competitors through marketing in town for their products to be sold at large number since customers were believed to buy these marketed products. There were no forums for discussion of products with customers since it was believed to be risky and exposing of company's product weaknesses. This question of myths is asked since the rapid changing technology has led to consumers forgetting how e-commerce has evolved.

- What is the influence of social media on e-commerce?

Social media has grown in popularity with varieties of social networking technologies and are thus free to open accounts with them. Mobile devices are now cheap with internet thus one can access desirable products online. This question is asked since the paper has not clearly indicated the influence of social media on e-commerce.

- What are the platforms of social media that promote e-commerce?

There are several platforms such as social networking such as face book, text messaging, shared photos, podcasts, streaming videos, wikis, blogs, discussion groups that encourage online business. This question is posed because people tend to think social media platforms are just social networking technologies.

- Social media marketing ecosystem

Companies have used social media for marketing their products. This point is stated because companies have greatly used social media that has its negative impact to the society.

- Advertising agencies

Companies use televisions, radios, and websites to advertise their products. The point is stated in order to show that social networking is not the only technology that advertises but there are others.

- Technology implication to e-commerce

Customers are able to compare the products they require before purchasing through these platforms. This point is stated because technology has a positive impact to e-commerce.