

The background features a light blue gradient with several 3D-rendered spheres in shades of blue and purple. Some spheres are large and prominent, while others are small and scattered. At the bottom, there are larger, more complex organic shapes in similar colors, creating a modern, digital aesthetic.

# **E-Commerce**

**UNDERSTANDING THE ROLE OF DIGITAL FINANCE IN  
MODERN BUSINESS**

# Agenda

- ✓ INTRODUCTION TO E-COMMERCE
- ✓ ROLE OF BANKING IN E-COMMERCE
- ✓ OVERVIEW OF ELECTRONIC BANKING (E-BANKING)
- ✓ TYPES OF ELECTRONIC BANKING SERVICES
- ✓ SECURITY IN E-BANKING
- ✓ BENEFITS, LIMITATIONS, AND RISKS
- ✓ FUTURE TRENDS IN E-BANKING
- ✓ CASE STUDIES AND REAL-LIFE EXAMPLES
- ✓ CONCLUSION AND Q&A

# What is E-Commerce?

- ❖ E-Commerce stands for 'electronic commerce'
- ❖ Buying, selling, and exchanging goods, services, and information via electronic networks (mainly the internet).
- ❖ Key types:
  - ❖ B2B: Business-to-Business (transactions between businesses)
  - ❖ B2C: Business-to-Consumer (businesses sell to end customers)
  - ❖ C2C: Consumer-to-Consumer (individuals sell to each other)
- ❖ Advantages: 24/7 global availability, speed, convenience, reduced operational costs.

# The Role of Banking in E-Commerce

- ❖ Secure, efficient financial transactions are the backbone of e-commerce.
- ❖ Banks serve as trusted intermediaries.
- ❖ Electronic banking services make online shopping, payments, and money transfers possible and seamless.



# What is Electronic Banking (E-Banking)?

- ❖ E-banking = Delivery of banking services through digital means (internet, mobile, phone, ATM).
- ❖ Revolutionized traditional banking:
  - ❖ Customers perform transactions anytime, anywhere.
  - ❖ Reduces costs and increases efficiency for both banks and customers.



# Types of Electronic Banking Services

- ❖ Online (Internet) Banking
- ❖ ATM & Debit Card Services
- ❖ Phone Banking
- ❖ SMS Banking
- ❖ Electronic Alerts
- ❖ Mobile Banking



# Online (Internet) Banking

- ❖ Accessing banking services via web-based platforms.
- ❖ Key services:
  - ❖ Funds transfer (between accounts, other individuals)
  - ❖ Bill payments (utilities, tuition, credit cards, etc.)
  - ❖ Account management (statements, check balance/transactions)
  - ❖ Investment services (mutual funds, deposits, etc.)
- ❖ Security: Password protection, encryption, two-factor authentication, timed session logout.
- ❖ Advantages: 24/7 availability, reduced bank branch visits, easy record keeping.

# ATM & Debit Card Services

- ❖ ATM Services:

- ❖ Automated Teller Machines available 24/7
- ❖ Functions: Cash withdrawal, deposit, balance inquiry, mini-statement, fund transfer

- ❖ Debit Cards:

- ❖ Plastic/electronic cards linked directly to checking or savings accounts
- ❖ Used for purchases (in-store, online), cash withdrawal

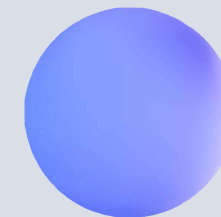
- ❖ Security via chip-and-PIN, transaction alerts

- ❖ Benefits: Anytime cash access, convenience, wide acceptance.



# Phone Banking

- ❖ Perform transactions via landline or mobile phone
- ❖ Common services:
  - ❖ Balance inquiry, recent transactions
  - ❖ Fund transfer
  - ❖ Cheque book or card requests
  - ❖ Account/product information updates
- ❖ Advantages: No internet needed, accessible from basic phones, 24/7 service.



# SMS Banking

- ❖ Uses SMS/text messages for banking queries and alerts.
- ❖ Examples:
  - ❖ Balance inquiry: “BAL <Account No>” to a special number
  - ❖ Mini statement request, last transactions, cheque status
- ❖ SMS Alerts:
  - ❖ Instant notification for deposits, withdrawals, account login attempts, large transactions
- ❖ Secure but users should be aware of phishing/SMS scams.



# Electronic Alerts

Automated alerts via SMS or email notify customers of:

- Large/suspicious transactions
- Salary credits or major deposits
- Low balance warnings
- Bill payment due dates

Helps customers monitor accounts and detect issues quickly.



# Mobile Banking

- ❖ Access account via dedicated mobile banking apps (Android, IOS).
- ❖ Services:
  - ❖ Check balances, transfer funds, pay utility bills, mobile recharge
  - ❖ Apply for loans, open new accounts
  - ❖ Digital wallets and QR-code-based payments
- ❖ Advanced features:
  - ❖ Biometric authentication (fingerprint, face ID)
  - ❖ Cardless ATM withdrawal
- ❖ Increasingly important as mobile usage surges.

# Security in Electronic Banking

- ❖ Digital banking increases exposure to cyber risks; banks employ robust security:
  - ❖ Encryption: Protects data during transmission
  - ❖ Multi-factor Authentication (MFA): Something you know (password), have (phone), or are (biometric)
  - ❖ SSL/TLS: Secure channel between user and bank server
  - ❖ Automatic log-off after periods of inactivity
  - ❖ Real-time monitoring: Detects suspicious activity/fraud attempts
- ❖ Customer responsibility:
  - ❖ Never share passwords/OTP, regularly monitor accounts, update contact info.

# Benefits of Electronic Banking

- ❖ Convenience and accessibility
- ❖ Time and cost savings
- ❖ Fast and real-time transactions
- ❖ Global reach
- ❖ Reduced use of cash
- ❖ Easy record keeping
- ❖ Enhanced financial control for customers.

# Limitations and Risks

- ❖ Cybersecurity threats: Phishing, malware, hacking
- ❖ Technical issues: Outages, slow connectivity
- ❖ Digital literacy: Not suitable for all demographics (some customers prefer face-to-face support)
- ❖ Privacy concerns and data breaches.

# Trends in E-Banking

- ❖ Mobile-first approach: Most banking now via smartphones
- ❖ AI and automation: Chatbots for customer service, AI-driven fraud monitoring
- ❖ Integration with e-commerce: Seamless checkout/payment within shopping apps/websites
- ❖ Rise of neobanks/digital-only banks.



# Case Examples

- ❖ Paying university tuition online using e-banking
- ❖ Setting up recurring utility bill payments
- ❖ Using SMS banking for instant account alerts
- ❖ Mobile app for transferring funds to friends/family.

# Conclusion

- ❖ Electronic banking is central to the evolution and success of e-commerce.
- ❖ Offers convenient, secure, and flexible ways to manage and move money.
- ❖ Adoption continues to grow globally and shapes the future of commerce.

The background features a light blue gradient with several abstract, soft-edged shapes in shades of blue and purple. These shapes resemble clouds or large, inflated balloons, scattered across the frame. Some are solid colors, while others have a gradient. The overall aesthetic is clean, modern, and minimalist.

# Q&A

ANY QUESTIONS?

**Thank you**

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