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## U-COMMERCE OPPORTUNITIES &amp; CHALLENGES

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## ABSTRACT

Ubiquitous commerce also referred to as “u-commerce” or uber commerce, is the combination of electronic, wireless/mobile, television, voice, and silent commerce. The ubiquitous networks which can be accessed at any time from any place and using a range of devices are base of new kind of commerce. Commerce that offers unique and personalized service to every customer individually using Ubiquitous networks is called U-commerce extends traditional commerce to a world of Ubiquitous networks and universal devices. With the rapid development of Ubiquitous computing and mobile computing technologies the traditional business model will change drastically. U-commerce is the logical extension of e-commerce and m-commerce but not their replacement commerce is abbreviation that stands for ubiquitous commerce, also called Ubi comp or ultimate commerce or pervasive computing. The study concentrates the various characteristics of u commerce, components of ubiquitous commerce U-commerce is a conceptual Extension of E-commerce and M-commerce and also the various opportunities and challenges of U-Commerce. The study suggests that in order to overcome the threats of U-commerce it has a better growth.

## KEYWORDS

u-commerce, features of u-commerce, components, transition of u-commerce, and opportunities and challenges.

## INTRODUCTION

U-commerce is described as the evolution of E-commerce and M-commerce also combining the areas of V-commerce, television commerce as well as Silent commerce. This combination enables interaction and transition anywhere and everywhere without online connection. U-commerce could be defined as usage of ubiquitous networks in order to achieve personalized and continuous communication between companies and their clients. This approach is creating added value to traditional business transactions. Watsons and Junglas are arguing that U-commerce is opening new era in e-business, starting with e-commerce and continuing with m-commerce. Like m-commerce didn't replace e-commerce, u-commerce will not replace m-commerce. U-commerce systems are based on delivering personalized service to their customers. Delivering of personalized, improved and differentiated service depends on analyzing customer's characteristics and preferences. In U-commerce environment obtain customers personal information that are stored on his mobile devices, becomes easier. The customers are facing with personalization-privacy dilemma. In order to perform interaction successfully customer must provide some personal information but in doing so he is at risk that disclosed information will be used for another purpose beyond his knowledge. However, growing capacity of collecting, storing and using personal information raises customer privacy concerns.

## U-COMMERCE CHARACTERISTICS

The major features of U-commerce are:

- **Ubiquitous:** Ubiquitous means that connected or networked computers will be very soon everywhere. Ubiquity of computer chips means that they are everywhere and nowhere, while that will be invisible
- **Universality:** U commerce will enable users to access the internet at any place and any time. Mobile device for instance acquired in USA will not work for time in EUROPE and vice versa
- **Uniqueness:** Uniqueness standing for unique, personalized approach in delivery of goods and services from business to customers. Customers will get all needed information depending on time, location and current role as well as all benefits / special requirements which he has specified to supplier or supplier learned from previous communication
- **Unision:** Unision stands for integration of different communication system with one interface with customer. If customer have desktop computer, laptop computer, mobile phone and PDA unision will enable any change (e.g.: Address) in one of devices will be registered in all other devices.

TABLE 1: U-COMMERCE COMPONENTS AND ITS CHARACTERISTICS

U-Constructs	Characteristics of u-commerce
Ubiquity	Reach ability + Accessibility+ Portability
Uniqueness	Localization+ Identification+ Portability
Universality	Mobile networks +Mobile Devices
unision	Mobile applications +Data synchronization

## COMPONENTS OF UBIQUITOUS COMMERCE

U-Commerce (ubiquitous) is the combination of E-commerce and M-commerce. E-commerce using interactive digital television (iDTV) as communication media, voice commerce and silent commerce. Each U commerce element uses positive characteristics of other elements and modifies it according to newer and sophisticated customer needs. We can we u-commerce is the conceptual extension of e-commerce and m commerce.

1. **Mobile commerce:** - M-commerce is sometimes referred to as “mobile e-commerce”, because its transactions are basically electronic transactions conducted using a mobile terminal and a wireless networks.
2. **Electronic Commerce:** - With the development of global information technology and internet based web services a new business model e-commerce is coming up. A simple definition of e-commerce describes it as “the buying and selling of products and services over the web “The main 3 types of e-commerce are Business-to-consumer (B2C), Business-to-Business (B2B), and Consumer –to-Consumer (C2C). In addition, G2B, G2C, and C2G has emerged. E-commerce is the most established type of commerce performed through digital means.
3. **Wireless Commerce:** - Wireless commerce extends e-commerce with characteristics such as reach ability, accessibility, localization, identification and portability. Wireless commerce is a key part of u commerce, because it creates the possibility for communication between people, business and objects to happen anywhere and anytime. Wireless commerce uses mobile and wireless devices for both communication and business transactions.

TABLE 2: COMPONENTS OF U- COMMERCE

U-commerce				
Mobile commerce	Electronic Commerce	Wireless commerce	Voice Commerce	Tele vision commerce
				Silent Commerce

4. **Voice Commerce:** Voice Commerce is a commerce based on listening and speaking. An increasing number of businesses are using computerized voice technologies, Speech recognition, voice identification and text to speech. This will enable business to reduce call centering operating cost and improve customer service.



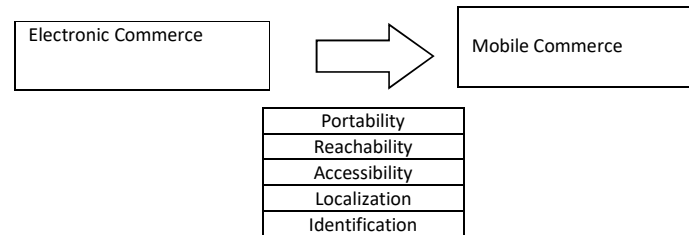
5. **Television Commerce:** This is a commercial model, which provides a new audio visual away and diversity of choice by broadcasting the product information in the 24 hours nonstop television shopping channels

6. **Silent Commerce:** These are using advanced tagging and sensor technologies, as well as wireless mobile communications to make everyday objects intelligent and interactive, creating new information and value streams. It is “silent” in that objects can communicate and commerce can take place without human interaction.

### U-COMMERCE: A CONCEPTUAL EXTENSION OF E-COMMERCE AND M-COMMERCE

Compared to e-commerce, m-commerce has some features that make it distinct. Table No: 3 provides a graphical overview. In order to linguistically distinguish between the same characteristics in the electronic and mobile commerce world, the prefixes “e” and “m” are used respectively

FIG. 1: THE E- TO M-COMMERCE TRANSITION



1. **Portability:** Comprise the Physical aspects of mobile devices- one is able to readily carry them. We deliberately use the term mobile device to cover the aspect that extends beyond cellular phones which form only one end of the spectrum, providing a small and light weight device for voice and data communication

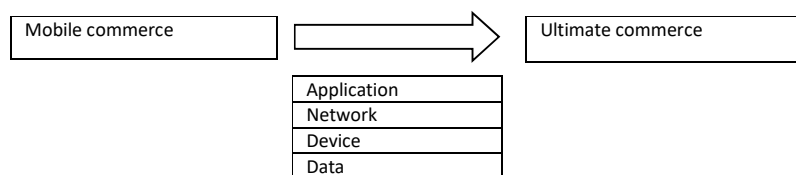
2. **Reachability:** M reach ability covers the idea a person can be touch and reached by other people 24 day hours, 7 days a week-assuming that mobile network coverage is sufficient and the mobile device is switched on. In e commerce setting reach ability is limited to computer level or rather in plug in level

3. **Accessibility:** M reach ability describes the fact that the user can access the mobile network at any time from any location. In contrast e-accessibility is limited to the plug in level

4. **Localization:** M localization describes the ability to locate the position of a mobile user. As such m localization is the key to providing geographically specific value added services and is expected to be the most distinct characteristics of m-commerce compared to e-commerce

5. **Identification:** 2<sup>nd</sup> generation mobile devices employ a smart card as a secure device for the authentication of the subscription and mobile user.

FIG. 2: THE M-COMMERCE TO U- COMMERCE TRANSITION



1. **Mobile applications:** Typically, mobile users manage to learn their mobile devices functionalities very fast –contrary to use a PC for the first time

2. **Mobile networks:** We experience a heterogeneous landscape of mobile networks. Ranging from analog system at one end to digital systems of different generations

3. **Mobile devices:** Users can pick from a broad range of electronic tools to perform a certain task

4. **Data synchronization:** Ideally mobile devices provide integrated and synchronized data. A data change in one application on one particular device is automatically transmitted to all other associated applications and devices.

### U COMMERCE OPPORTUNITIES AND CHALLENGES

In conjunction of the evolution of ubiquitous commerce in daily life and approaching pervasiveness, a few opportunities as well as threats can be identified.

#### OPPORTUNITIES OF U- COMMERCE

- Individual advertising and also information supply possible e.g. based on location, time or mood of the customer
- High availability of services
- New potential revenue for supplier and accordingly new business models
- Advanced analysis of alternatives for suppliers and customer
- Increasing mobility of customers and suppliers

#### CHALLENGES OF U-COMMERCE

- Information privacy and threats of mass surveillance
- Increasing requirements due to more diversity and quantity of services and also energy consumption
- Information overload and likely complexity also big data
- Higher vulnerability to spoofing and security holes
- Rising exclusion of the elderly based on requirements of higher technical skills
- “De socialization” of customer and supplier

### CONCLUSION

U-commerce creates an economy that is more flexible, fluid, interconnected, efficient and resilient. It will widely affect many aspects of business. It also provides improved operating efficiency, enhanced customer services, increased service personalization, continuous supply chain connectivity and continuous interactivity. Ubiquitous commerce is no longer a vision, but over the past few years it is gradually becoming a reality. Thus u-commerce has heritage of the benefits and threats coming from e-commerce and m commerce. Security and privacy are the major obstacles relating to u commerce. However, a great effort is still required to adopt the latest advancements in the field of commerce

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