



Clement Sudhahar  
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# **INTERNET BUSINESS APPLICATIONS: AN INDIAN EXPERIENCE**

EMPIRICAL STUDY

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**INTERNET INFORMATION SYSTEM AND ITS BUSINESS  
APPLICATIONS  
AN INDIAN EXPERIENCE**

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## PREFACE

The modern hi-technology with the satellite Internet services has enabled man around the globe to have an easy access to the world wide web. When technology is progressing exponentially, managing the future can be achieved only through managing the information system through internet system which is endorsed with volumes of information.

The important Internet Business Applications in India are as follows:- Increasing Share of Pie for Online Entertainment Online communication like Email and Chat are the main purposes of accessing the Internet followed by information search With the increase in the usage of the Internet, E-Commerce applications like online bill payment, online ticket booking etc. are gaining more popularity Online entertainment is another key driver for the growth of the Internet in India with sticky applications like “Online gaming & Music/video” downloads “India Gaming Summit”, recently organized in the year 2008-2009, has witnessed the launch of ‘Gaming revolution’ in India and laid a foundation for developing gaming ecosystem in India.

This book made a maiden attempt to capture the vital applications of Internet through primary data for conduct of business, which of course determines the future of any emerging economy in the world. The empirical study thus conducted is presented in seven chapters:

The first Chapter gives the extensive but clear picture of research design, which includes Introduction to Business applications of Internet Information System, Need for the study, Objectives of the Study, Hypotheses and Scope of the study, Period covered by the study, Limitations of the Study, Research Methodology adopted, and Frame work of analysis.

The Second Chapter discusses the previous relevant to the current research and history of Internet system

The Third Chapter focuses on the conceptual framework of the Business objective of Internet Information System.

The Fourth Chapter highlights an overview of the various business applications of Internet Information System.

The Fifth Chapter covers the ways and means of methodology of current research.

The Sixth Chapter presents the analysis and interpretation of the research.

The Seventh Chapter recapitulates the key Findings and Conclusions of the study. At the end of this chapter, certain suggestions have been put forth for better Business application of Internet Information System through the browsing behavioral changes by the end users.

We wish to record our heartfelt thanks to everyone who supported and contributed both physically and emotionally towards the completion of this book.

Dr.S.RAJASEKAR

Dr.J.CLEMENT SUDHAHAR

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## **LIST OF ABBREVIATIONS**

<b>MIS</b>	<b>- Management Information System</b>
<b>ERPP</b>	<b>- Fast Moving Consumer Goods</b>
<b>CIS</b>	<b>- Customer Information System</b>
<b>CS/D</b>	<b>- Customer Satisfaction / Dissatisfaction</b>
<b>SQS</b>	<b>- Service Quality System</b>
<b>TPS</b>	<b>- Transaction Processing System</b>
<b>RIA</b>	<b>- Rich Internet Applications</b>
<b>BIS</b>	<b>- Business Information System</b>
<b>VPN</b>	<b>- Virtual Private Network</b>
<b>SSC</b>	<b>- Security Socket Layer</b>
<b>VM</b>	<b>- Virtual Machines</b>
<b>CMS</b>	<b>- Computer Mediated Communications</b>
<b>KIE</b>	<b>- Knowledge Integration Environment</b>
<b>MIME</b>	<b>- Multipurpose Internet Mail Extension</b>
<b>FTP</b>	<b>- File Transfer protocol</b>
<b>SMTP</b>	<b>- Simple Mail Transfer protocol</b>
<b>CTSS</b>	<b>- Compatible Time Sharing System</b>
<b>DEC</b>	<b>- Digital Equipment Corporation</b>
<b>ISP</b>	<b>- Internet Service Provider</b>
<b>HTML</b>	<b>- Hyper Text Mark up Language</b>
<b>MTP</b>	<b>- Mail Transfer Protocol</b>

**LAN - Local Area Network**

**IE - Internet Explorer**

**PDA - Personnel Digital Assistance**

**URI - Uniform Resource Identifier**

**PSTN – Public Switched Telephone Network**

**POP - Point of Presence**

**MMOG – Massive Multiplayer Online Games**

**MMOPRG - Massive Multiplayer Online Role playing Games**



# **INTERNET INFORMATION SYSTEM AND ITS BUSINESS APPLICATIONS AN INDIAN EXPERIENCE**

## **CHAPTER – I**

### **1. INTRODUCTION**

The invention of computer technology and growing usage of Internet Information System has caused remarkable changes in man's life making it more simple and enjoyable. To add to its credit is the specially designed websites offering millions of net users a wide gamut of information on various topics thus helping to take up challenges in today's competitive world. The modern hi-technology with the satellite Internet services has enabled man around the globe to have an easy access to the world wide web. When technology is progressing exponentially, managing the future can be achieved only through managing the information system through internet system which is endorsed with volumes of information.

Few years back, internet connectivity in India was the privilege of a few educational institutions, research organizations and corporate houses. After the liberalization and privatization, internet system has now become easily accessible and affordable. Internet in India is drawing a fair number of eyeballs, interest, conservation and investment. Hence irrespective of profession, age, sex, and educational qualification, literacy in internet system has become an unavoidable factor. The Internet has revolutionized the computer and communications world like nothing before. The invention of the telegraph, telephone, radio, and computer set the stage for this unprecedented integration of capabilities. The Internet is at once a world-wide broadcasting capability, a mechanism for information dissemination, and a medium