

## **E Business Evolution: Perspective and Strategy**

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Electronic Commerce is also known as e-commerce that consists of the purchasing and selling of products or services through electronic systems. In this modern world of technology, e-commerce is becoming a very significant option for many businesses as there are lots of companies that are interested in developing their online stores. The main purpose of this study was to review the concepts of e-business and its' emerging strategies. Herein, the authors conducted a comprehensive literature review of textbooks, academic journals, and conference proceedings, as well as web documents, and e-commerce guidelines in an iterative manner. The study findings revealed that the positioning, website, blog, social media, copywriting, marketing e-mail, viral marketing, autoresponder, paid advertisement in search engine and squeeze page are the most important strategies that can be used to promote e-business activities while the Customer Relationship Management (CRM) plays a vital role to grow and expand business effectively. Furthermore, the study examined the relationship between business domains and business functions in the view of business architecture and the relationship between each e-commerce business model. E-business models allow companies to link their internal-external processes more efficiently and effectively, work more closely with suppliers and partners to better satisfy the needs expectations of their customers, leading to improvements in overall business performance. Finally, the study reviewed the challenges of e-business and its' strategies together with opening the path for future researchers in this field.

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