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Submission date: 27-Jan-2020 06:12AM (UTC-0800)

Submission ID: 1247109478

File name: Assignment_3-ed.doc (47.5K)

Word count: 1478

Character count: 8178

Assignment 3

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Part A: Short-Answer Questions**Question 1**

There are various security threats that the use of mobile commerce sites, as well as, apps in undertaking business transactions pose to the business. The most common security threats include phishing attacks, hacking and credit card frauds. The phishing attacks and hacking involve the deceptive online attempt by unauthorized parties to obtain confidential customer or business organization financial information in order to fraud them. Through the use of malware such as Trojan, hackers are able to access protected information that they can use for their financial gain leading to great losses on the side of companies and customers. Concerning the credit card fraud, it mainly encompasses the use of other people's credit card details to make transactions without physically having the credit card, which makes companies to get into trouble with their customers (Laudon & Traver, 2016).

Question 2

The major technologies which enable communication systems' security include Transport Layer Security (TLS), SSL (Security Sockets Layer) and Virtual Private Networks (VPNs). The SSL and TLS establish a secured negotiated session exchange whereby all content inclusive of URL happens to be encrypted, for instance, the secure connection while making online transactions. In addition, the SSL and TLS offer server authentication, data encryption, message integrity and optional client authentication for IP connections. Concerning the VPNs, they secure information from being accessed by unauthorized parties through both encryption, as well as, authentication.

Question 3

Symmetric key encryption refers to the technique that allows users to utilize only a single key for undertaking both the encryption together with decryption of messages that have been shared within the internet. Regarding the public key encryption, it involves the utilization of a private key for encryption and another private key for decryption. The e-commerce security dimensions that are addressed by encryption include authentication (whereby all users are identified thus preventing the redirecting of a web link to other addresses), confidentiality (ensures that information is only available to authorized users), integrity (prevents the altering of content), as well as, privacy (the ability of controlling the leakage of personal information).

Question 4

Intellectual property refers to the intangible properties which are the ⁵ creations of the mind such as inventions, symbols, artistic works, images and names that are utilized within commerce. Copyright of materials within the internet is a vital issue because it protects them from being altered, replicated or even imitated. Once content has been published within the internet, it gets available to large number of people and unless it is protected through copyright laws, one can easily lose its ownership.

Question 5

Big data is the term used in reference to the large volumes of information, data, as well as, customer details that are available to business organizations through diverse touch-points with the customers or users. The touch-points are such as the social media and mobile applications. Big data is a vital component of the digital marketing strategy because it can be examined and processed in order to establish customer behaviors like their preferences and

purchasing patterns. Such details come up in handy for the business organizations while making marketing decisions (Chaffey, 2014).

Question 6

The key steps together with guidelines which support the analysis processes of ethical dilemmas include:

- Identification and establishment of facts for the purposes of finding out the person who wronged who, when, where and how.
- Definition of the dilemma or conflict and identification of the applicable higher-order values, for instance whether the case involves ethical or legal issues.
- Identification of the reasonable options that can be taken out of the available alternatives.
- Evaluation of the possible consequences of the option taken.

Question 7

Social networks like Facebook, Twitter, and LinkedIn among others affect the manner in which businesses function, communication and offer services to their customers because they have offered new platforms through which the business can communicate with their customers, as well as, increase their brand awareness. The social networks have made business to focus on provision of quality products or services as customers are able to easily obtain product or services reviews from the various online social networking platforms prior to making a purchasing decision (Laudon & Traver, 2016).

Part B: Case Analyses

Case 1

- a) When making their presence online, luxury retailers face the challenge of maximizing the benefits of the online presence with the respective exclusivity which supports their status. It should be known that luxury is not simply about the products or the price tag but it is more about the symbol, association and status. This means that given that online presence means that everything is accessible to anyone, the luxury retailers have to be careful about the manner in which they present themselves online or else they can end up damaging their reputation. The other challenge is that the luxury retailers have to design their websites in such a manner that they are attractive to the ultra-affluent, as well as, those that intent to showcase their wealthy lifestyles which requires much creativity.
- b) Social media has made luxury marketing to change their marketing strategies. As a result of the high percentage of shoppers that are greatly influenced by the content featured within the various social media platforms, luxury marketers have being compelled to embrace social media marketing as part of their strategies of establishing a formidable online presence. Luxury marketers are making use of celebrities to showcase their luxury brands within the social media platforms.

Case 2

The business website is for Gap that can be retrieved from

<https://www.gapcanada.ca/customerService/info.do?cid=2331>

- a) The main privacy statement elements focus on stating the manner in which ⁴Gap (Canada), Old Navy (Canada) and Banana Republic (Canada) obtain and utilize visitors' data, who visit their websites, as well as, mobile apps, and when such data is shared with

third parties. Users have the choice of opting out, but will lose the chance of accessing some features or services. The privacy statement also offers users contact information in case they would like to raise concerns regarding the statement. A FAQs questions list related to the privacy policy has also been made available to guide the visitors.

b) The privacy statement describes clearly the provisions as stipulated by Canadian regulations because:

- It specifies the intention of obtaining, utilizing and storing the data.
- Outlines the nature of information that is collected and used.
- Makes known the possibility of the information being disclosed to third parties.
- Informs the users that they have their consent unless they opt out.
- Lists the security measures taken to protect the data.
- Contact details have been made available.

Case 3

a) The data breach within Ashley Madison was mainly caused by the failure to implement vibrant security measures within their system. Even though the security experts examining the Ashley Madison's system established that it lacked even the simple security measures, for instance, the failure to delete the users' data that had paid for that option, the data remained within the servers and was obtained during the hacking. Besides, the no data within the system was encrypted. Failure to make use of vital security tools such as data encryption meant that their system was prone to attack. Besides, within the organizational level, the management failed to invest within a data security system which resulted to the embarrassing hacking incident.

- b) The technical solutions that are available which combat data breaches include data encryption, storage of information within cloud systems instead of devices, and making use of software which detect and prevent data exposure such as ³IPS (Intrusion Prevention System) and IDS (Intrusion Detection Systems). Besides, it is advisable to keep the security software updated and destroy unwanted data.

Case 4

- a) The jury findings that the Apple's patents were violated by Samsung in the designing of the Samsung Galaxy can be considered as valid. It is outright that Samsung copied Apple's interface design mostly due to the success that Apple had realized with their design. The Samsung's design had features that were directly copied from that of Apple. With the much available information and technology, Samsung should have come up with their own unique design instead of infringing on the Apple's copyright rights (Chaffey, 2014).
- b) "Trade dress" patents should not cover fundamental shape elements like round-cornered squares utilized for icons. As long as the trade dress is not exactly identical as another one in terms of design and color, then elements such as shape can be overlooking. Restricting firms to utilize certain shapes within the industry is not only relatively too strict but also unfair. There is no firm that can claim ownership of a specific shape in the designing of products.

References

- Chaffey, D. (2014). *Digital business and E-commerce management: Strategy, implementation and practice*. Harlow, United Kingdom: Pearson.
- Laudon, K. C., & Traver, C. G. (2016). *E-commerce: Business, technology, society*. Boston: Prentice Hall.

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