

# Research on Security Strategy of Electronic Commerce Industry Websites

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**Abstract.** Recently, scholars and specialists in the field of electronic commerce have generated a compelling list of website attributes that engender trustworthiness. The introduction of new information technologies has always been accompanied by security concerns, and the future of electronic commerce depends on controlling information security threats, enhancing consumer security perceptions, and building trust. Electronic commerce websites are an important part of electronic business service industry. The paper analyzes the content of electronic commerce website. And then sets up a security system model. Finally, electronic commerce industry websites security strategy is given to promote safe of the electronic commerce.

## Introduction

Internet technology innovation and development, to bring new revolution in the global economy, but also the entire business community is changing the pattern of competition. Internet, interactive Web applications and electronic collaboration and other computer technology will gradually change the business model, making the global supply chain network will gradually replace hierarchical supply chain, so the traditional enterprise in the network era is faced with new opportunities and also faces great challenges. The advantage of the electronic commerce is to increase trade opportunities, reduce the trade cost, simplify trade process, and improve the trade efficiency. Even though people's enthusiasm for e-commerce in some extent to calm down, but the use of Internet development electronic commerce, still is a necessary way to success or leap development of enterprise.

For traditional enterprises to small and medium enterprises in our country, the implementation of e-commerce needs more urgent. Small and medium-sized enterprise in the scale, the traditional financial and management aspects of the strength of the relatively small, e-commerce can open up a new situation for the operation and management of small and medium enterprises in the traditional. The use of Internet to win new markets, create new marketing means, to participate in the competition with large enterprises in the strategic development goals, is becoming more and more small and medium enterprises in the traditional novel. In foreign countries, more and more enterprises are relying on the rapid expansion of e-commerce business. And the use of e-commerce such an advanced business tool, we must first have the electronic commerce website.

## Website development and existing problems

### (1) Low dependence on the enterprise electronic commerce

Investigation shows, Zhejiang business and e-commerce enterprises to carry out the relationship between the degree of dependence is not close, the surveyed enterprises, believe that business and e-commerce dependence degree is relatively low, indicating the degree of dependence on e-commerce is still quite low. From different industries, information transmission, computer services and software industry and Commerce highest dependence; industrial, wholesale and retail trade industry of the two industry enterprises dependence on electronic commerce is very low.

### (2) Most of the industry Web sites the single service function

At present the industry website business functions are only catalogue and classification search, member registration, product display, customer feedback, and the lack of order flow, payment flow,

authentication and other functions; background and basic business only commodity management, content management, account management, customer management and other functions, due to not participate in the transaction, order management, delivery management, supplier management is a mere formality.

Information service is mainly composed of two types of supply and demand information and consultation information. Industry website to publish and query the enterprise and product supply and demand information, rarely involved in the transaction process between buyers and sellers, the main role is to build the bridge between buyers and sellers to negotiate. The reason is not involved in the transaction process is the issue of integrity, the two is the problem of payment, the three is the problem of logistics distribution.

(3) The professional market to further promote electronic commerce

The development of many industry website mainly relies on the local professional market. According to market research, build the importance of electronic commerce website between all kinds of big market. The labor market, the establishment of industrial goods market, the proportion of relatively higher respectively, while the rural consumer goods market rarely set up Web site, Zhejiang rural market is almost no concept of informationization, to say nothing of the electronic commerce.

### E-commerce website evaluation

Starting from the actual situation of electronic commerce, the effect of each factor on the electronic commerce website system is analysis and integration, according to the relations between the factors. The security mechanism is shown in figure 1.

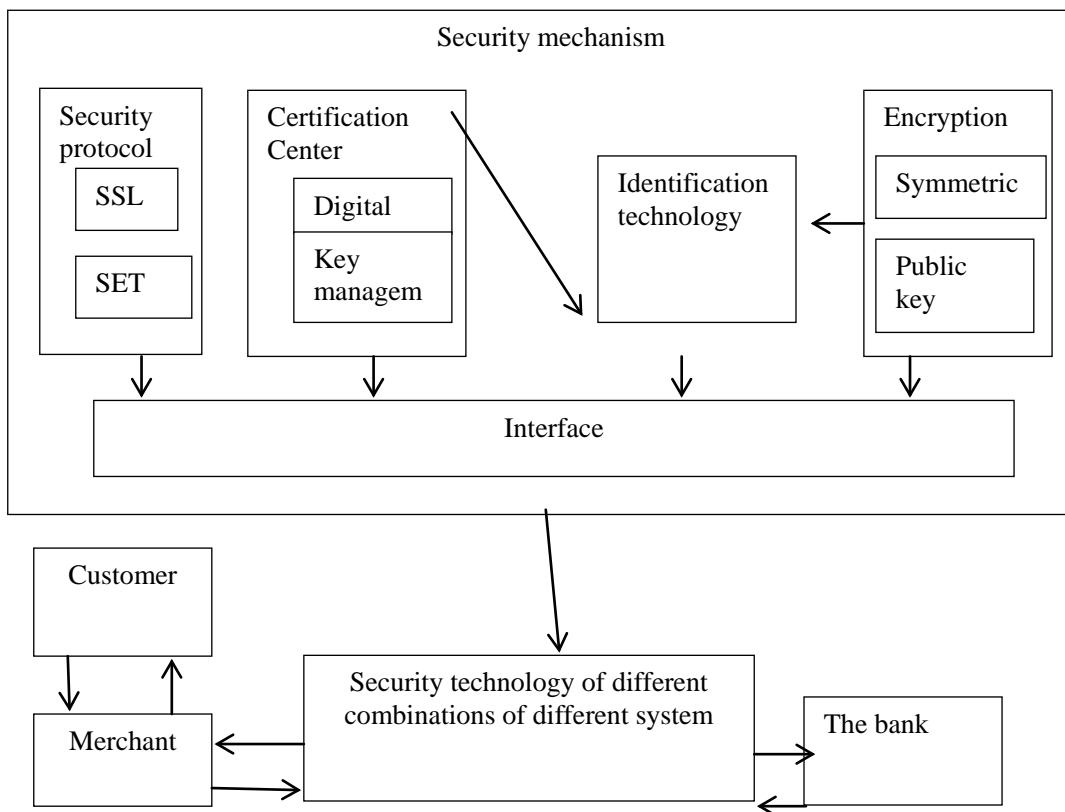


Figure 1 the security mechanism

1 web technology: Technology is considered to be one of the main sources of risk, the risk caused by the technology is not specific protocol can be avoided, and therefore have a great impact on the credibility of the site factors, the specific indicators include: site performance, transaction security technology, information management technology.

2 characteristics of e-commerce enterprises: Consumer online shopping is the final and the reality of the business transactions, some operating characteristics of enterprises will have a great impact on their own website credible degree. Specific indicators are as follows: the ability of enterprise, enterprise, enterprise, enterprise good faith honest reputation.

3 risk control mechanism: Risk of electronic commerce website using what method to control the transaction on the website also has a great impact on the confidence of. Specific indicators are as follows: security, personal information, and goods not qualified vendors delivery delay.

## Electronic commerce attack

### The concept of the attack

According to the findings of the research, idea of customer relationship with the features of enterprise website, the stage of development of electronic commerce and the enterprise management is introduced; this paper gives the function model of the development of enterprise website, as shown in figure 2.

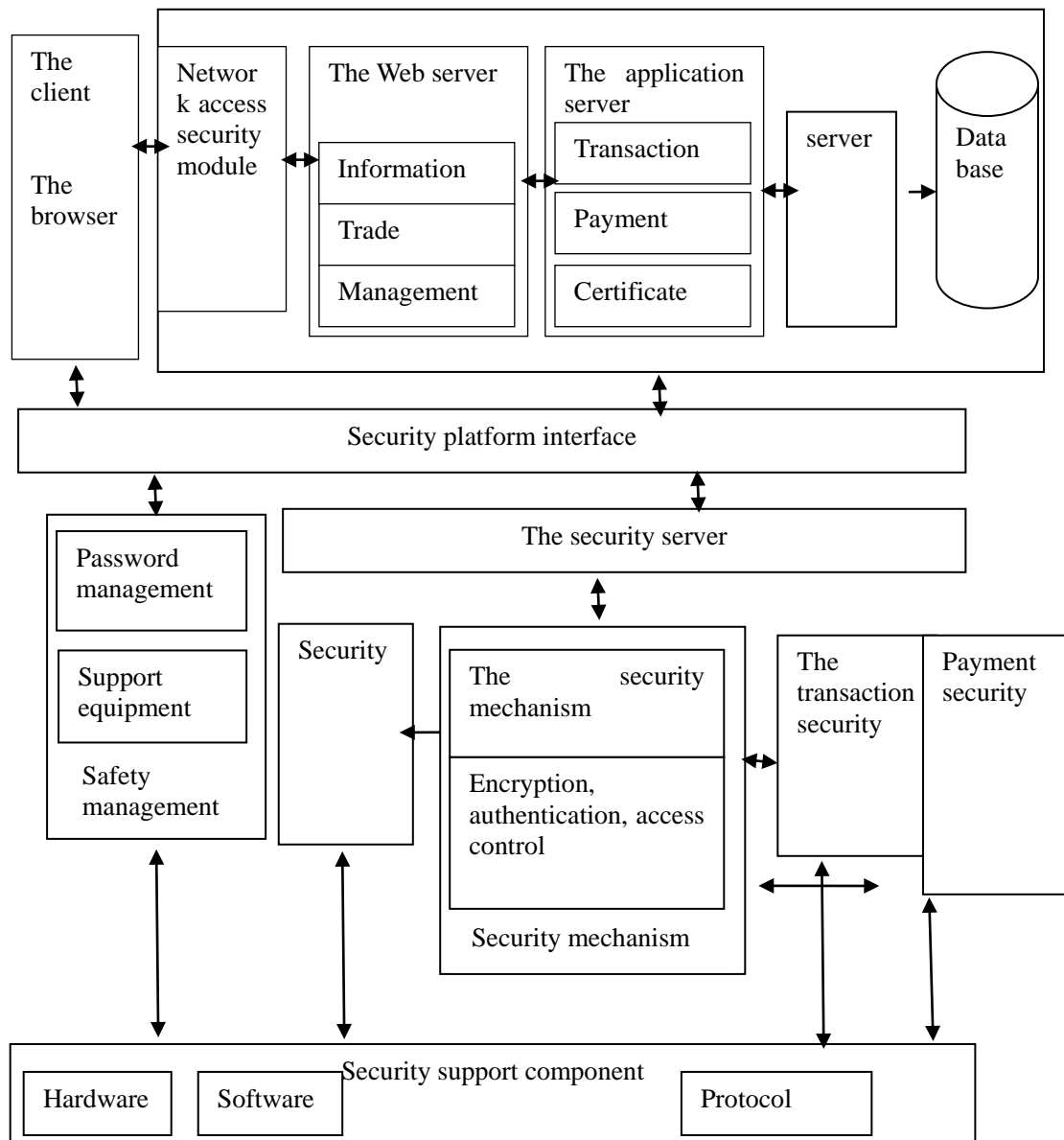


Figure 1 the general attack model

At this level the site belongs to the "online POSTER" type website, it is only to establish a presence, to seize the online resource for the purpose; this kind of website is not independent website, simply relying on some agency released simple information about enterprise, in the form of bureau be confined to the simple form of Webpage, website content is single, without limitation, the website information quantity.

This level is independent of the web site. The site mainly for customers, industry or ordinary visitors, online publishing enterprises, products, industry information, including online product query, retrieval, and provide all kinds of links. This level is limited to the information on the Internet, and there is no unified planning; site is just to help establish a corporate image, for enterprises to improve visibility, and expand the market to provide some help. But this kind of website only use the Internet media, did not achieve the communication with customers and communication, the support role to the enterprise is only limited to the advertising and promotion.

The third layer: information interaction.

At this level of enterprise website belongs to the "services" website, which is dedicated to the enterprise image promotion and provide services for customers and enterprises, but also provides a space and customer interaction, strengthen and customer communication, such as virtual communities, online services, message board, online messages, and voting. Customer knowledge acquisition of it for the enterprise, and then formulates the corresponding marketing strategy to help.

The fourth layer: online commerce.

This level of online function is more complex, higher level of function. The level of the website to provide information and interaction in the upgrade; at the same time provide the basis for online sales and online purchasing information, including web site also provides online ordering online sales and online payment, such as order management, payment systems, distribution plan, after sale services, and even business trading platform.

## **Suggestions of website development**

We must strengthen the government regulation, industry self-regulation and inter departmental coordination and joint, encourage enterprises to actively participate in, perfect laws and regulations, in accordance with the franchise, the commercial operation, professional services, the establishment of credit services, reasonable, scientific, impartial authority. To establish and perfect the relevant departments in the sharing mechanism of credit information resources, promoting the construction of online credit information service platform, to achieve the credit data collection, processing, exchange. In response to the industry enterprise website, website information is strictly regulated, be punished in time and intensity, to avoid the problem of dishonesty before trade in regulation.

The government should encourage the development of the third party online payment as soon as possible, safe and reliable, in line with national standards and norms of the financial business of electronic commerce payment means, to provide a unified online payment platform and financing channels for the development of electronic commerce; to encourage and accelerate the development of third party logistics professional, integration of business, such as warehousing and transportation enterprises the existing logistics resources, the formation of the national logistics distribution center model, promote the construction of logistics information network, strengthen the integration of information flow and logistics.

The characteristics of the industry Web site is less equipment investment, operation cost can be high turnover, profit rate is high. Therefore, in the formulation of the industry Web site to help strengthen the policy, we can not simply apply the traditional industry support policies, and should make policies more close to the industry website.

To accelerate the formation of a world-class industry Web site to the development of the Internet today has entered the "subdivision era", the industry Web site through the united way, but also actively absorbed through the risk investment funds, strengthen cooperation with foreign famous industry websites, accelerate the formation of a world-class industry website.

## Conclusion

Recently, scholars and specialists in the field of electronic commerce have generated a compelling list of website attributes that engender trustworthiness. The introduction of new information technologies has always been accompanied by security concerns, and the future of electronic commerce depends on controlling information security threats, enhancing consumer security perceptions, and building trust. Electronic commerce websites are an important part of electronic business service industry. In this paper, we analyze the content of electronic commerce website. And then set up a security system model. Finally, electronic commerce industry websites security strategy is given to promote safe of the electronic commerce.

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