

A Novel Approach of Large-Scale Exchange and Its Effect on E-Commerce Usability

[Khattab M. Ali Alheeti](#)

ABSTRACT

Expansion in the use of the World Wide Web led to the creation of a new phenomenon in our daily life which is a phenomenon of electronic commerce. E-commerce is generally known as any form of trade or administration or exchanging of information that are conducted by using information and communication technologies. Capacity of electronic commerce is expected to grow rapidly, and play a vital role as a major means of doing business in the digital world. This study aims to sophisticate and increase the distribution of E-commerce by eliminating one of the main obstacles that stand against the deployment and development of electronic commerce, such as, reliability. Thus the customer or company will assure of a selling or purchase depending on the new protocol which is called B2B2C. This protocol will support the kinds of electronic commerce by a new one which will be a third party mediator. The inclusion of this mediator will increase the safety and reliability of business exchanging through depending on more reliable policies and eliminate the problem of low usage Arabic. Therefore, e-commerce will be increased despite that some developing countries now are virtually non-existent according to the current statistics.

Index Terms

(auto-classified)

