INTRODUCTION

E-commerce carries essential transaction for the everyday workings of our business. Performing daily business transactions through online transaction technologies is an accepted, reliable and necessary tool across the nation. Many scams have come about that create duplicate websites which allow the customer to sign in, while the information is recorded by the wrong people. Now, these people have access to your personal sign in information, even account numbers and passwords, collecting information to misuse user accounts. This stage user sign on to user's e-commerce transaction through the internet ensure that the website is secure and that the merchant or customer is legitimate. To secure e-commerce transaction are user friendly, easy transaction and full security of common user to be discussed at this stage. The development of the Internet has made a powerful impact on the concept of commerce. E-commerce, a new way to conduct business, is gaining more and more popularity.

Despite its rapid growth, there are limitations that hinder the expansion of ecommerce. Due to the open nature of the Internet, personal financial details necessary for on-line shopping can be stolen if sufficient security mechanism is not put in place. To provide the necessary assurance of security to consumers to using Static IP address.

E-COMMERCE

Electronic commerce means shopping in the part of the internet called the World Wide Web. E-commerce has a much broader scope and encompasses many more business activities other than just web shopping. Some users and businesses use the term electronic business when they are talking about e-commerce in this broader sense.

Electronic funds transfers which are electronic transmissions of account exchange information over private communications networks. Businesses also have been engaging in a form of e-commerce. Electronic data interchange occurs when one business transmits computer readable data in standard format to another business. E-commerce businesses realized that many of the documents they exchanged related to the shipping of goods – such as invoices, purchase orders, and bills of lading – and included the same set of information for almost every transaction. By creating a set of standard formats for transmitting that information electronically, businesses were able to reduce errors, avoid printing and mailing costs, and eliminate the need to re-enter data. Businesses that engage in EDI with each other are called trading partners. The standard formats used in EDI contain the same information that businesses have always included in their standard paper invoices, purchase orders, and shipping documents. A good definition of e-commerce would mention the use of electronic data transmission to implement or enhance any business process.

ABSTRACT

This paper discusses how to configure and apply security in e-commerce. Today computer technology to give user the option of bypassing the time-consuming, paper-based aspects of traditional market in order to manage user transaction more quickly and efficiently. The advent of the Internet and the popularity of personal computers presented both an opportunity and a challenge for the e-commerce industry. For years, financial institutions have used powerful computer networks to automate millions of daily transactions. Customers are connected to the Internet via personal computers; online transaction similar economic advantages by adapting those same internal electronic processes to domestic use. Presently e-commerce users facing problem in loss of money, unauthorized access without user knowledge. The main objective of this paper to avoid unnecessary loss of e-commerce activities by providing security through Static IP address.

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Advantages of e-commerce

- E-commerce can increase sales and decrease costs.
- E-Commerce increases the speed and accuracy with which businesses can exchange information.
- E-Commerce provides buyers with a wider range of choices than traditional commerce.
- Electronic Payments of tax refunds, public retirement, and welfare support cost less to issue and arrive securely and quickly.
- E-Commerce can make products and services available in remote areas.
2 Disadvantages of e-commerce

- It is difficult to conduct a few businesses electronically. For example: foods and high-cost items, jewels or antiques.
- The high degree of confidence needed in the authenticity, confidentiality, and timely delivery of such transactions can be difficult to maintain.

Main challenges
- Unauthorized access of data
- Duplicates
- Hacking of password
- Hacking of ATM, credit, debit card details
- Money loss

IMPORTANT E-COMMERCE SECURITY PRINCIPLES

E-commerce system has to meet four important requirements:

<table>
<thead>
<tr>
<th>Privacy</th>
<th>Information must be kept from unauthorized parties</th>
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<tbody>
<tr>
<td>Integrity</td>
<td>Message must not be altered or tampered with</td>
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<tr>
<td>Authentication</td>
<td>Sender and recipient must prove their identities to each other</td>
</tr>
<tr>
<td>Non-repudiation</td>
<td>Proof is needed that the message was indeed received</td>
</tr>
</tbody>
</table>

Privacy: the control over one’s personal data and security: the attempted access to data by unauthorized others are two critical problems for both e-commerce consumers and sites alike. Without either, consumers will not visit or shop at a site, nor can sites function effectively without considering both. E-commerce security examines privacy from social psychological, organizational, technical, regulatory, and economic perspectives. E-commerce security examine from technical, social and organizational, and economic perspectives. Under every circumstance the organization should base their objectives around the concept of authorization.

SECURE IMPLEMENTATION OF E-COMMERCE

Internet security has become a consistent and growing problem as new Internet-based technologies and applications are developed. The number of security violation related incidents continues to increase. In this stage Static IP address use to secure e-commerce transaction.

1. Internet Service Providers

An ISP is a company that supplies Internet connectivity to home and business customers. ISPs support one or more forms of Internet access, ranging from traditional modem dial-up to DSL and cable modem broadband service to dedicated lines. An ISP has the equipment and the telecommunication line access required to have a point-of-presence on the Internet for the geographic area served. The larger ISPs have their own high-speed leased lines so that they are less dependent on the telecommunication providers and can provide better service to their customers. ISP is used as an abbreviation for "independent service provider" to distinguish a service provider that is an independent, separate company from a telephone company.

OR

Website using to get Static IP address
http://automation.whatismyip.com/n09230945.asp = 118.91.234.50
http://whatismyip.com/ = 118.91.234.50

CRYPTOGRAPIC ALGORITHMS USING STATIC IP
1. Decryption and encryption algorithms to use Static IP. Static IP address use to key generated is easy way of cryptography algorithm concept

<table>
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<tr>
<th>Cryptographic algorithms</th>
<th>Static IP based</th>
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<tbody>
<tr>
<td>Chance unauthorized access</td>
<td>Particular IP address holder to access</td>
</tr>
<tr>
<td>Key generation is risk(mathematical calculation)</td>
<td>constant</td>
</tr>
</tbody>
</table>

These ways to use secure e-commerce transaction maximum secured.

### CONCLUSION

Today the worldwide e-commerce transaction activities of various organizations, enterprises and institutions, general agencies and individuals are through online. The most important security to be given during communication is “unauthorized access”. It is a very high level term refers to a number of difficult sorts of attacks. The goal of these attacks is to gain money. In this procedure, the main objectives are how to avoid unauthorized access e-commerce transaction. Finally to collecting static IP address stored customers and merchants to useful to verify the every transaction time to avoid unnecessary access. Mainly money transaction to use (static IP address) regular system then online e-commerce process is maximum secured.

### REFERENCES