TECHNOLOGY BASED COMMERCIAL BUSINESS IMPACTS ON ENVIRONMENT AND RESEARCH ISSUES FORADVANCEMENTS IN COMPUTERISED TRADING 2016:2017

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ABSTRACT

Businesses have been at the forefront of technology with mass speed production . As computers emerged in the 20th century, they promised a new age of information technology. In order to reap the benefits, businesses needed to adapt and change their infrastructure .This paper focus on   Technology based commercial business impacts on environment & research issues for advancements in computerised trading.

Keywords: Media, Transistors, Software, Data

I. INTRODUCTION

Technology is the collection of techniques, skills, methods and processes used in the production of goods or services or in the accomplishment of objectives, such as scientific investigation. Technology can be the knowledge of techniques, processes, etc. or it can be embedded in machines, computers, devices and factories, which can be operated by individuals without detailed knowledge of the workings of such things.

Commerce is the activity of buying and selling of goods and services, especially on a large scale .The system includes legal, economic, political, social, cultural and technological systems that are in operation in any country or internationally. Thus, commerce is a system or an environment that affects the business prospects of economies. It can also be defined as a component of business which includes all activities, functions involved in transferring goods from producers to consumers

A business, also known as an enterprise, or a firm, is an entity involved in the provision of goods and/or services to consumers. Businesses are prevalent in capitalist economies, where most of them are privately owned and provide goods and services to customers in exchange for other goods, services, or money. Businesses may also be social non-profit enterprises or state-owned public enterprises targeted for specific social and economic objectives. A business owned by multiple individuals may be formed as an incorporated company or jointly

organised as a partnership. Countries have different laws that may ascribe different rights to the various business entities.

Business can refer to a particular organization or to an entire market sector, e.g. "the music business". Compound forms such as agribusiness represent subsets of the word's broader meaning, which encompasses all activity by suppliers of goods and services. The goal is for sales to be more than expenditures resulting in a profit.

II. LITERATURE REVIEW

The human species' use of technology began with the conversion of natural resources into simple tools. The prehistoric discovery of how to control fire and the later Neolithic Revolution increased the available sources of food and the invention of the wheel helped humans to travel in and control their environment. Developments in historic times, including the printing press, the telephone, and the Internet, have lessened physical barriers to communication and allowed humans to interact freely on a global scale. The steady progress of military technology has brought weapons of ever-increasing destructive power, from clubs to nuclear weapons.

2.1 Classifications of business is as follows

Agriculture and mining businesses produce raw material, such as plants or minerals.

Financial businesses include banks and other companies that generate profits through investment and management of capital.

Information businesses generate profits primarily from the sale of intellectual property - they include movie studios, publishers and Internet and software companies.

Manufacturers produce products, either from raw materials or from component parts, then sell their products at a profit.

Real-estate businesses sell, rent, and develop properties - including land, residential homes, and other buildings.

Retailers and distributors act as middlemen and get goods produced by manufacturers to the intended consumers; they make their profits by marking up their prices. Most stores and catalog companies are distributors or retailers.

Service businesses offer intangible goods or services and typically charge for labor or other services provided to government, to consumers, or to other businesses. Interior decorators, consulting firms and entertainers are service businesses.

Transportation businesses deliver goods and individuals to their destinations for a fee.

Utilities produce public services such as electricity or sewage treatment, usually under a government

III. MERITS

Technology is as much a part of the modern business world as coffee machines and water coolers. Computers are ubiquitous, and procedures such as billing and shipping rely on automation, at least in part. While technology offers an array of benefits to businesses, it also comes with many potential drawbacks.

(i) Saving Money

Technology limits the need for people to be in the same physical location, for example when companies hold a teleconference with several employees located in different branches or when they allow employees to telecommute from home. In some cases, this can save companies money because they do not have to pay travel expenses. When employees use technology for telecommuting, they can work in the comfort of their home instead of traveling to a workplace.

(ii) Saving Time

Technology can decrease the time it takes to accomplish a task, which can ultimately save money and increase productivity.

(iii) Communication speed also increases. Instead of sending a message by postal mail, using email or fax can deliver it instantaneously. Technology can also speed up various manufacturing processes, as machines and computers can do work that was once performed by humans more quickly and efficiently.

IV. DEMERITS

(i)Dependency on the downside, the use of technology doesn't always result in greater efficiency. Companies that depend heavily on computer systems to conduct business can come to a virtual standstill if the system breaks down. There is typically a learning curve that accompanies the introduction of a new process, which can lead to a loss in productivity and disgruntled employees. For employees who telecommute and experience computer problems, it may be more difficult to receive timely technical support.

(ii) Need to Upgrade

Some technologies contain features that need to be upgraded regularly, which can result in an additional expense for the company. For example, companies may need to change computer software frequently just to keep up with industry trends. Entire computer systems may also need upgrading every year or two. Companies that employ telecommuters may face the additional expense involved with sending a computer technician to a worker's home to install new equipment or programs.

Effects on Customers

Technology can have both a positive and negative effect on your customers. While some customers may enjoy the convenience of paying bills online, others may see this as a possible invasion of their privacy. Some may consider being routed through a phone tree standard operating procedure in modern business, but others may be frustrated when they cannot reach a live person to help them with a problem.

V. APPLICATIONS

There have been many important advances in business technology this century, almost all of them enabled by ubiquitous broadband internet access, improved software development tools and the scalability and reliability of data centers. Here are some of the technological advancements that have had a significant impact on how businesses operate and how business users interact with prospects and customers. Business Management Applications With its CRM platform, salesforce.com popularized the concept of cloud-based, multi-tenant business applications. Since the launch of Salesforce in the late 90's, many other business management

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categories have followed suit, including ERP, marketing automation, professional services automation, human resource management and more.

5.1 Email and Office Applications

For many businesses, Google Apps for Work and Microsoft Office 365 have eliminated the need for an in-house email server and even for a desktop email client — although many people still prefer to use a desktop email client. While desktop spreadsheet, document and presentation slide applications are still more feature rich than their cloud counterparts, the latter are continually improving.

5.2 Integration Applications

Due to robust APIs and the absence of corporate firewalls, integration among cloud-based applications can be just a few clicks away with applications like Zapier. Vendors such as Informatica, Scribe, MuleSoft and Jitterbit are seeing extensive enterprise adoption.

5.3 Customer Self-Service

The transition from "live human" customer service to comprehensive self-service has been a bumpy road. For years, online self-service left a lot to be desired. However, between dedicated support applications such as Zendesk and social customer service offerings such as Lithium, customers can get most of their questions and concerns addressed quickly online.

5.4 Customer Feedback

Applications such as UserVoice and GetSatisfaction have allowed software developers to enhance the end user experience based not only on what they think customers need, but also on what customers say they want. Over time, these applications have also added customer self-service functionality.

5.5 Web Conferencing

The rapid growth in usage of applications such as GoToMeeting and Join.me has provided a greater number of salespeople and customer support representatives with an easy way to visually communicate with prospects and customers.

5.6 Webinar Applications

Cisco WebEx and GoToWebinar were the early webinar applications. BrightTALK created a webinar platform that allows for spreading of content through a community-based approach. Webinar apps such as these have become indispensable to many organizations.

5.7 IP Telephony

Brands such as RingCentral and 8×8 have disrupted the traditional concept of a business phone system. Many Microsoft shops have embraced Lync. Even Skype, traditionally a consumer app, is gaining popularity among business users as an outbound calling platform, since calls to landlines and mobile phones are so inexpensive.

5.8 Business Intelligence and Analytics

The options for reporting on data from a variety of sources has grown significantly this century. Business Intelligence also moved down from the enterprise to the mid-market and even to small business. GoodData is an example of an application that has been integrated into many other offerings.

5.9 Mobile Apps

Mobile apps for business user have proliferated. Now, business users can use mobile apps to access a CRM system, view or update shared documents, make and receive phone calls via their organization's IP phone system, participate in web conferences and more.

5.10 Content Management Systems

Now that companies can build entire corporate websites on platforms such as WordPress, Drupal and Sitecore, almost gone are the days of static websites that require someone fluent in HTML, CSS and JavaScript to create and update. Business of all sizes can easily modify most content without having to hire a web development.

VI. TECHNOLOGY BASED COMMERCIAL BUSINESS IMPACTS ON ENVIRONMENT

- The technology can harm the environment

Pollution: Air, water, heat and noise pollution can all be caused by producing and using technology

Consuming resources - Non-renewable resources, including precious metals like gold, are used to make technology. Many others, such as coal, are consumed to generate the electricity to use technology. Even some renewable resources, like trees and water, are becoming contaminated or are used up faster than they can renew themselves because of technology.

Waste - Manufacturing technology creates large amounts of waste, and used computers and electronics get thrown out when they break or become outdated. Called "technotrash," these electronics contain all sorts of hazardous materials that are very unsafe for the environment. They need to be disposed of using special methods.

Disrupting ecology: Clearing land where animals used to live to build factories and allowing pollution to contaminate the food chain can greatly affect the environment's natural cycles.

Health hazards - Using toxic materials that can harm our health can cause cancer, and technology addiction can lead to other health problems like obesity and carpal tunnel syndrome.

VII. RESEARCH ISSUES

- There are various research issues for technology in business.

Personal computers have made life convenient in many ways, but what about their impacts on the environment due to production, use and disposal? Manufacturing computers requires prodigious quantities of fossil fuels, toxic chemicals and water. Rapid improvements in performance mean we often buy a new machine every 1-3 years, which adds up to mountains of waste computers. How should societies respond to manage these environmental impacts?

So technologies for recycling, consumer behaviour, strategies of computer manufacturing firms, and government policies plays vital role.

Some major negative effect of technology is obesity, according to The Center Of Disease Control and Prevention in a study in 2004, 16% of children (over 9 million) that are between ages 6-19 years old are overweight or obese, spending too much technology is not good to out health if were not concerned about the negative effects it may develop some problems to out body like Type II Diabetes, asthma, sleep apnea, high cholesterol and or blood pressure. Also according to a Stanford University of Medicine study, elementary students consume 20% of their daily calories intake while watching television, which usually includes unhealthy snacks, largely due to advertisement for junk food and boredom. Kids are not burning off any of these calories while they plopped in front of the television.

Another area of focus is that children who spend too much time in front of the television or playing video games tend to have worse grades than those students who are active and involved in extracurricular activities. Studies have shown that since they are use multi- tasking they have trouble focusing all of their attention on schoolwork. Studies performed by Dr.Rosen at Cal state showed thatb 16-18 olds perform 7 task, on average, at one time like texting on their cell phone, sending instant message while checking Facebook with the television on. and also it cause of poor eye sight which the human eye expose too much on screen and other technologies. It's highly unlikely that radiation from a computer will burn the skin or cause premature aging.

VIII. CONCLUSIONS

Extending the lifespan of computers (e.g. through reselling) is an environmentally and economically effective strategy that deserves more attention from governments, firms and the general public for which research issues as mentioned above are to be resolved.

IX. ACKNOWLEDGEMENTS

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