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## Social commerce in e-business of Pakistan : Opportunities , challenges and solutions (Conference Paper)

Solangi, Y.A.<sup>a</sup>, Solangi, Z.<sup>b</sup>, Raza, A.<sup>b</sup>, Abd. Aziz, M.B.S.<sup>b</sup>, Bin Hamzah, M.S.<sup>b</sup>, Shah, A.<sup>b</sup>

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### Abstract

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Social media makes ultimate building blocks in the development of novel approach in e-business of Pakistan with conjuncture of Web 2.0. Social media has a variety of application domains, including social commerce. S-commerce is redesigning modern e-business with promising economic, technological and social outcrops. Customers keep their expectation higher always, so precisely all businesses are trying to exceed the customers' expectations with pre and post-sale interaction on social networking sites like Facebook or Twitter accounts. Customers can interact, look and compare company products' reviews and feedback in their social circle friends or friends of friends. This paper proposes a survey about prospects of social commerce in e-business of Pakistan. In addition, this paper would propose a research framework to foster future e-business opportunities, challenges and provide the solutions to build up buyers' trust as well as to enhance the interactive online buying process in local e-business of Pakistan using social media. © 2018 IEEE.

### SciVal Topic Prominence

Topic: Information systems | Electronic commerce | information privacy

Prominence percentile: 98.210

### Author keywords

E-business E-commerce Social commerce Social media

### Indexed keywords

Engineering controlled terms: Sales Social networking (online)

Engineering uncontrolled terms: Building blockes Company products eBusiness Research frameworks Social circles Social commerces Social media Social networking sites

Engineering main heading: Electronic commerce

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