



Final project proposal

Type	Master
Title	<i>e-Commerce through social networks</i>
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Department / Group	
Software Engineering	
Topic(s)	
Internet, Web technologies, e-Business, e-Commerce	
Project can start from	01.05.2014
Project duration	4 months
Short description	
<p>The top advisers and industry experts are beginning to murmur about the next big trend in e-commerce, and about how social media will boost the e-commerce industry by \$30 billion within the next two years.</p> <p>Social e-commerce takes a route that trusts in the altruistic nature of satisfied consumers. As cited in a 2013 study by Market Force, 81 percent of U.S. shoppers surveyed admitted to the strong influence that social network recommendations from friends play in their decision to make a new purchase. By inciting consumers to curate products on their personal social networks (ie. Pinterest, Instagram, Tumblr), up-and-coming brands can capture increased sales by making their products simpler to discover.</p>	
Results and assessment	
Report analyzing the current trends in the area of e-commerce using social media as well as its potential. Report Analyzing existing solutions in the area and their shortcomings and advantages.	
Other (additional) information	
Storenv AddShoppers Chirpify	