

ABSTRACT

Science and technology undergo development which is very rapidly in modern times. This situation has made several sectors covered the fields, information, business and industry. E-commerce move quickly and alters almost all the functions business area and every, their activities ranging from the transaction up to the marketing.

E-commerce move quickly and alters almost all the functions their activities, and every business area from transaction to marketing. Determine the product price in a shop online is one thing counts in business. In e-commerce dynamic price it would be better if used in goods, the price determination process determined by using technology for computing.

Keywords: E-Commerce, Pricing Models, Dynamic Pricing