

The research paper on e-commerce: A future of business

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Abstract

The business is having lot of changes in performing the business operations in this present years. E-Commerce Is one of the best invention of the Century to the business sector and society as whole. The use of E-Commerce at all levels of business The main types of E-Commerce mode are Business-to-consumer (B2C) e-commerce: customers deal directly with the organization, avoiding any intermediaries. Business-to-business (B2B) e-commerce: participants are organizations. Consumer-to-consumer (C2C) e-commerce: participants are individuals, with one serving as the buyer and the other as the seller. The Author has studied the topic in detail about the applications, problems and solutions to these problems which will benefit and will be useful to companies and readers.

Keywords: future, e-commerce, e-marketing, server security, issues, solutions, website, client server coding

1. Introduction

E-commerce is going to be a great benefit to customers all over the world and will save lot of time and money the availability of the resources and its minimum problems in providing best services at the point of sale. The future of Business lies with the proper use of technology for performing business activities.

E-Commerce is the process of marketing a product or service using the Internet. It not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers. The online facility is to be added and should be reliable in all sense.

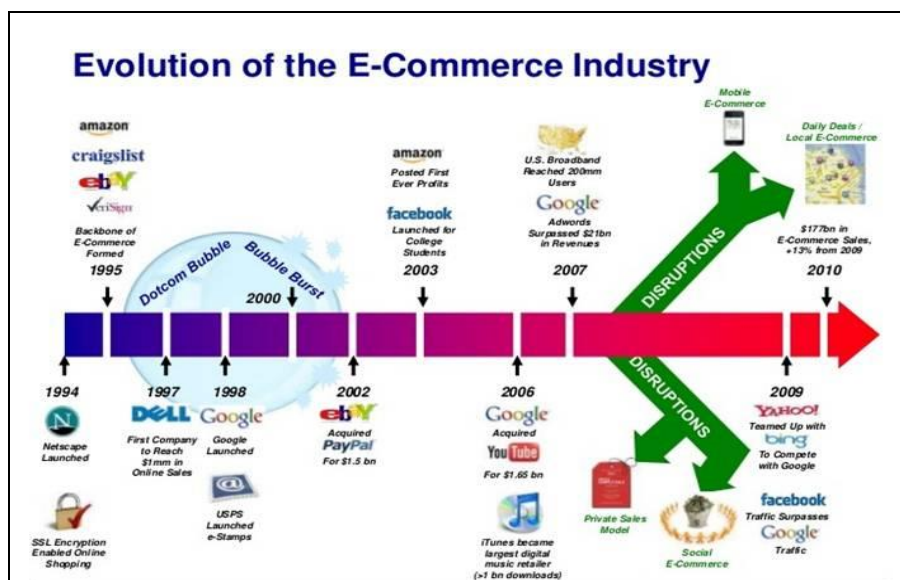


Fig 1: The evolution of e-commerce can be explained by figure given below.

2. The e-commerce and future of business

The e-commerce means use of advanced techniques to perform Sale or purchase through Internet or allied services also do financial transactions on line. Following are the various means by which we can perform e-commerce. E-commerce is now common and are used by customers to perform online sales and purchase. The e-commerce is mode of performing

marketing activities like selling and buying various products through online mode. The use of such methods will make the Business organization free from various such activities which will save money, efforts and other useful resources of the organization. The future business activities will be maximum on Internet. Companies have to be prepared for this change and make necessary in business process.

3. The benefits of e-commerce

The Following are the benefits for the use of E-Commerce to the Business Organizations. Cost of Transactions through online portal is very less as compared to traditional marketing. The time required to do the Transactions is very less. Reliability and security is more in these transactions.



Fig 2: E-commerce in future business images.

4. Issues in e-commerce

The E-Commerce is possible only when all the barriers are overcome. Some of the major hurdles are as given below-

- Infrastructural Facilities
- Financial requirements
- Support from central government to enhance the facilities.
- Launching new web portal, online transactions, Websites for Digital-Marketing.
- Computer Security Experts and Programmers.
- Proper distribution systems and work processes.
- Web-based order processing with traditional systems

5. Solutions for above issues

The possible solutions for the above problems can be stated as given below.

- To create proper Infrastructural Facilities for Internet Backbone.
- Assign Ample budget requirements in the initial stage for setup.
- Financial Provisions and support from Central Government, Local government
- Open New Websites for E-Commerce websites.
- Train the software professionals and make available Computer Security Experts and Programmers.

6. Conclusion

The paper cover in brief about e-commerce basic concepts its benefits to the business and its issues. The future of business organization lies in proper implementation of e-commerce so that the business runs in profit. The issues have to be resolved by the concerned authorities like raising the infrastructure, financial requirements and security measures for smooth functioning is required. The main issue is awareness of English and use of technology at the grass root level regarding E-Commerce activities and net transactions. The Government Local, State and at Central have to take serious efforts to create awareness and provide facilities for the same. The security at all levels should be maintained to take best benefits of e-Commerce.

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