

Recent Trends in Commerce Education in India: An Overview

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Abstract

Commerce education in India has experienced significant transformation influenced by historical changes and accelerated by the era of Liberalization, Privatization, and Globalization. This paper explores the evolution of commerce education, starting with its foundational roots in the late 19th and early 20th centuries and progressing to its current relevance in a technology-driven and globally connected economy. It emphasizes the growing importance of digital platforms such as e-commerce, e-learning, e-banking, and e-marketing. The study highlights the need for curriculum modernization, collaboration with industries, and the integration of practical, job-oriented skills. Using secondary data and a descriptive research methodology, the study identifies key challenges, including outdated curricula, lack of digital literacy, and limited industry exposure, which hinder the development of industry-ready graduates. The literature review supports the call for reforms, advocating for experiential learning, soft skill development, and entrepreneurship-focused education. Ultimately, this study underscores the urgent need for a dynamic, skill-centric approach to commerce education that aligns academic training with the evolving demands of the business world. This alignment ensures that graduates are well-equipped to make meaningful contributions to India's economic development.

Keywords: Commerce Education, E-commerce, E-learning, E-banking, E-marketing, E-governance, Telemarketing.

Introduction:

Establishing the first Commerce school in Chennai in 1886 by the Trustees of Pachiyappa's Charities marked a significant advancement in Commerce education in India. This initiative set the stage for the introduction of Commerce classes at Presidency College, Kolkata in 1903, as well as the founding of the Sydenham College of Commerce and Economics in 1913, which became the first institution dedicated to higher education in this discipline. In the post-Independence era, Commerce education has evolved into a critical field that aligns with the demands of industrialization and technological progress. The Growing phenomenon of LPG has significantly impacted commerce education. The technological revolution has introduced new facets like e-banking, e-marketing, e-commerce, e-finance, e-investment, paperless trading, and e-governance, which have become globally important. Simultaneously, outsourcing, call centers, small businesses, and IT services are rapidly expanding. These developments necessitate a fundamental change in how commerce is taught and learned. New skills and training are essential to adapt, and technology must be integrated into commerce education. E-commerce careers require both real-world knowledge and technical abilities. E-commerce education offers a broad perspective of the industry and its career prospects. These courses cover core business principles, providing students with the knowledge

to manage a business. Specialized e-commerce training, including topics like online banking, web hosting, website design, digital certificates, online payment systems, and shopping cart software, is increasingly relevant. These specialized skills provide a competitive edge. The core goal of education is to develop people capable of tackling life's challenges. Commerce education specifically aims to develop people to overcome challenges in commerce and business. To achieve this, commerce education must be closely connected with businesses and industries. It should be more practical, incorporating on-the-job training and hands-on experience.

Literature review

The recent studies highlight the urgent need to modernize commerce education in India to match global and industry demands. Scholars emphasize bridging the gap between academics and practical skills. This review outlines key insights on current trends and challenges in the field.

A notable study on **Rohit Verma** says that “The necessity of specialized business education, distinct from traditional commerce faculties, is to bridge the gap between academia and industry. It highlights the importance of practical skills, digital literacy, and industry integration for student success. The study emphasizes the limitations of current commerce education, advocating for enhanced training through digital platforms and industry partnerships. It also underscores the diverse career opportunities available to business graduates and the crucial role of a solid educational foundation in fostering entrepreneurial potential.” Meanwhile, **Sucheta Y. Naik (2014)** emphasizes the urgent need to reform commerce education by integrating practical skills, technological advancements, and industry-specific knowledge. Advocates for a curriculum that prepares students for employment, entrepreneurship, and leadership roles in a globalized economy. With emerging fields like e-commerce, e-finance, and digital marketing, commerce education must evolve to meet the demands of modern industries and support national economic development. At the same time **Artiba V. Rana (2015)** stated that “Emerging Trends and Revitalization of Commerce Education in India” states that commerce education most important than other disciplines called humanities and science, so it's also called business education because it deals with the real-world problems that are connected to business, trade, and industry. This paper emphasizes that commerce education not only contributes to the growing country's also but also provides the required skills, knowledge, and attitude to handle trade, business, and industries. It emphasizes micro-specialization courses, which are skill or job-oriented. Similarly, **Ashim Borpatragohain (2016)** opined that “The evolution of Indian commerce education post-liberalization, highlighting the diversification of undergraduate and postgraduate courses. It emphasizes the need for technology integration and practical training to enhance the quality of commerce education. The study identifies challenges and opportunities arising from the changing economic landscape, advocating for a shift towards practical, relevant curricula to improve student competitiveness. It concludes that students require more focused effort and care, suggesting a need for educational reforms to address student engagement and skill development” furtherly, **Rohit Bansal (2017)** says that commerce education has highest position in India, it influenced by the LPG, after LPG Indian commerce education structure changed.it witnessed to the significantly contribution to the country economy by developing the required skill, knowledge and attitude. This article gives a lot of importance to education, mainly commerce education, and attempts to address certain problems and opportunities that are connected with commerce education. t Commerce education is emerging as a solution for the modern global industrial and business problems. While **S. Sunil Kumar (2020)** stated that commerce and management in India equips the student as a dynamic manager with

emerging trends of commerce skills to face the real challenges of the dynamic business world. Further, LPG has faced unprecedented challenges before in commerce and management in India. Finally, it concluded that commerce and management in India need to be holistic, targeted, and customized, with the of removing to remove the gap between the industry requirements and academic curriculum. Eventually, **Nandan N (2024)** opined that “The field of commerce is essential to modern education and business as well. It has a wide scope in government as well as the private sector in recent phenomena, along with having many challenges. And also try to convince commerce have there are various opportunities in commerce by using secondary sources. This paper focuses on finding out the challenges of the recent phenomena of commerce in India and suggests the new education policy 2020 for brightening not only commerce but also various disciplines.”

Statement of problem

Nowadays, the field of commerce is often treated as a general discipline, lacking in-depth expertise in critical areas such as analytical thinking and presentation skills. While students graduate with bachelor's and master's degrees in various subjects, many still do not acquire specialized or practical skills in any one area. This highlights a growing need to focus on job-oriented and technical knowledge. In this context, it is essential to study the recent developments and evolving trends in the field of commerce to ensure that education aligns with the current demands of the job market.

Research Methodology

The present study is aimed at analyzing the evolving landscape of commerce education in India with a focus on identifying recent trends, challenges, and future directions. The study primarily utilizes second-hand data from secondary sources, including research papers, articles, survey reports, relevant websites, newspapers, and published books, and also descriptive research methodology to critically examine the historical progression, current developments, and the expected trajectory of commerce education within the Indian context.

Objective of the study

1. To study the recent aspects and trends of commerce education in India.
2. To identify the challenges and opportunities of commerce education in India.
3. Analyzing the future trend of commerce education in India.

Recent trends in commerce education in India

1. E-commerce

Electronic commerce, commonly written as E-commerce, is the trading of goods or services by using a computer network such as the Internet. It is the methodology of the modern business, and the growth of online businesses has created a demand for skills in e-commerce platforms, digital marketing strategies, and social media management. Need to fulfill the demands of the business organization. Thought enhancing the education level, training, and practice, in the growing phenomenon of e-commerce, should be adopted according to changing requirements.

2. E-learning

E-learning is transforming Indian commerce education by offering flexible and accessible learning opportunities. Online platforms, virtual classrooms, and interactive modules are becoming integral. E-

learning facilitates personalized learning, catering to diverse student needs. Micro-credentials and short courses enable professionals to upskill and reskill efficiently. The emphasis should be on developing engaging online content and providing adequate technical support. Blended learning, combining online and offline components, can optimize the learning experience. E-learning democratizes education, reaching students in remote areas and fostering lifelong learning in the commerce sector.

3. E-banking

E-banking is reshaping India's financial landscape, requiring commerce education to focus on digital financial literacy. Students must understand online payment systems, digital wallets, and mobile banking applications. Curricula should include cybersecurity, risk management, and regulatory compliance in the context of digital banking. Practical training in using banking software and simulations of financial transactions is essential. E-banking education should also cover financial inclusion initiatives and the role of digital finance in economic development. Graduates must be equipped to navigate and contribute to the rapidly evolving digital banking sector.

4. E-marketing

E-marketing is vital in India's digital economy, demanding commerce education to equip students with digital marketing skills. Curricula must cover social media marketing, content marketing, and email marketing. Students need to understand data analytics for campaign performance and consumer behavior. Practical training in using digital marketing tools and platforms is crucial. Case studies and real-world projects should be integrated to provide hands-on experience. The emphasis should be on developing strategic thinking and creativity in online marketing. With the growth of mobile commerce, students must understand mobile marketing strategies. Commerce education must adapt to produce professionals capable of driving online sales and building brand presence in the digital marketplace.

5. E-governance

E-governance requires understanding digital governance and public service delivery. Curricula should cover government technology, digital record management, and online citizen portals. Practical training on e-governance platforms and data analytics is essential. Ethical considerations and cybersecurity are crucial. Education must promote digital literacy and inclusive governance.

6. Telemarketing

Even telemarketing remains a significant part of India's sales and marketing strategies. Commerce education must adapt to train students in effective communication and sales techniques for telemarketing. Curricula should cover customer relationship management, persuasive communication, and handling objections. Practical training in using call center software and simulations of telemarketing scenarios is crucial. The emphasis should be on ethical sales practices and compliance with telemarketing regulations. With the integration of AI and automation, students need to understand how technology can enhance telemarketing efficiency. Commerce education must adapt to produce professionals capable of driving sales and building customer relationships through telemarketing while also understanding the shifts toward digital alternatives.

Challenges of commerce education in India

Commerce education in India faces several challenges that limit its effectiveness in preparing students for the modern workforce. The curriculum remains largely theoretical and outdated, lacking practical training and real-world applications. There is a noticeable gap between academic content and industry expectations, especially in areas like digital literacy, data analytics, communication, and critical thinking.

Many institutions struggle with inadequate integration of technology and limited access to modern tools like accounting software or digital marketing platforms. Additionally, a shortage of industry-experienced faculty and limited faculty development programs hinder quality teaching. Regional disparities, especially between urban and rural areas, further impact access to quality commerce education. The neglect of soft skills and the lack of interdisciplinary learning also restrict students' professional growth. Moreover, there is minimal focus on research and innovation, and many institutions are slow to implement much-needed reforms despite the introduction of progressive policies like the NEP 2020. These challenges highlight the urgent need for curriculum modernization, industry collaboration, and skill-based learning approaches.

Future trends in commerce education in India

As observed, commerce education is transforming. Many key trends and innovations, like integrating AI, blockchain in curricula, sustainability and SCR, lifelong learning, soft skills, and experiential learning, are shaping commerce education in India. Further, specialization in emerging fields like interdisciplinary approaches prepares graduates for diverse career paths. Institutions must prioritize faculty development, industry partnerships, and infrastructure investments to ensure curriculum relevance. The focus shifts from rote learning to developing adaptable, innovative professionals who can thrive in a rapidly evolving business landscape, ensuring that students are well prepared for the dynamic business environment.

Conclusion

This paper concludes that Indian commerce education is undergoing a necessary transformation to align with the demands of a globalized, technology-driven economy. The historical overview and analysis of post-LPG changes highlight the need for a shift from theoretical learning to practical, skill-based education, and research identifies a gap between academic training and industry expectations, particularly in analytical, technical, and presentation skills. To address this, it advocates for job-oriented curricula, industry partnerships, and the integration of digital tools like e-commerce and e-governance. Emphasis is placed on fostering entrepreneurial mindsets and developing soft skills. By prioritizing practical experience, digital literacy, and collaboration with businesses, commerce education can produce graduates who are well-equipped to navigate the complexities of the modern business world and contribute to India's economic growth. This paper concludes that the evolution of commerce education in India is a critical response to the forces of globalization and technological disruption. The historical context, particularly the impact of LPG, underscores the necessity for a paradigm shift from traditional, theoretical frameworks to a dynamic, skill-centric model. By embracing a holistic educational strategy that seamlessly blends theoretical knowledge with practical application, Indian commerce education can effectively produce graduates who are not only academically sound but also industry-ready and entrepreneurial. This transformation will ensure that commerce education remains a vital engine for economic development, empowering students to thrive in the complex and ever-changing global business environment and fulfilling the demands of a rapidly evolving market.

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