

The Impact of E-Commerce on Business World

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Abstract:-

In the past few years, enterprises across the world have made vital change in their business system. Immense investment were created in enterprise resources coming up with system implementations, but they are struggling to induce timely info required to form effective business cells and confirm the continuous growth of enterprises. Putting a before of any method or operation is perceived to be the magic prescription for the never ending story of success and speed returns for enterprises. E-business, e-procurement, e-sales, e-payment, e-banking, e-CAD, the e-delivery are simply many. The internet, for instance, is becoming a popular medium of transmittal varied information. Users come across any info in much lesser time as compared to a standard methodology that consumes more time

The emergence of the web throughout the globe has been tributary such a range medium in doing business yet as individuals mode in fact, the internet is the essential requirement for the existence of E-commerce. Electronic commerce of e-commerce has been outlined because of its ability to perform transactions involving the exchange of products or services between two or more parties through electronic tools and techniques. The explosion of e-commerce has created new phenomena in our mode, particularly in searching for activities. Customers can simply obtain products or services like magazines and airline via the internet.

Keyword - E-Commerce, E-Business, B2B, B2C, C2C, B2E, C2B.

Introduction

E-Business, or electronic business, is the administration of conducting business via the internet. This enables us to embrace the shopping and marketing of products and services, alongside providing technical or support through the internet. E-business could be a term usually employed in conjunction with e-commerce, but it also includes services in addition to the sale of products. E-Business could be a general term support and optimize business processes. In distinction, e-commerce describes solely the net commerce of merchandise and is solely a segment of e-business. Electronic commerce, like all alternative business, deals with the exchange of cash for sale of exhausting products and services.

E-commerce can be defined from multiple views:-

1. Service perspective:-

E-commerce is defined as a tool addresses the will of company's shoppers, and management to chop service prices, improve the standard of goods/services, and increase the speed of service delivery.

2. Business methods perspective :-

This says that E-commerce is the application of technology for the automation of business transactions and workflow.

3. Communication perspective :-

According to this attitude, e-commerce is the delivery of data, products / services or payments over telecommunication channels, laptop network, or the opposite electronic mode of communication.

4. Online perspective:-

E-commerce provides the capability of shopping for and marketing merchandise and knowledge on the internet and different online services.

Business models of E-commerce.

Electronic commerce is the method of conducting business transactions electronically over the web. This method is applied primarily in five major segments below the broader class of e-business.

However, the following area units are e-commerce models utilized by firms:-

1. Business to Business E-commerce (B2B)
2. Business to customers E-commerce (B2C)
3. Consumers to customers E-commerce (C2C)
4. Business to workers E-commerce (B2E)
5. Consumer to Business E-commerce (C2B)

1. Business to Business E-commerce (B2B)

E-business is the method of conducting business on the web. its scope include not solely shopping for and mercantilism but also services, fulfilling the requirement of consumers, and collaborating with partners. Business to business e-commerce is wise business, and its scope is even wider. A distributor could sell the product to the distributor. Their area unit advances an e-commerce package that supports the multi-tier rating, and this helps line up online stores to supply the most popular rating to some vendors and shared worth to others.

B2B commerce is also a growing business inside the e-commerce area. With an increasing use of the internet, more and more business units of measurement are realizing the advantages of giving business shoppers an economical and easy manner to order product or service online. It facilitates access to the ordering technique to exclusively those with whom a business has a relationship.

2. Business to customers E-commerce (B2C)

It is for the shoppers to shop from online stores. the matter to be recognized during this is to secure payment , use coding , deal with integrity , ensure fast response , save time , and dependableness . B2C e-commerce involves the mercantilism of products and services to customers of final users. it permits them to browse the merchandise catalog , chose products or services , and complete the order online

B2C is that the preferred verity of e-commerce, wherein the people directly concerned in B2C e-commerce and business use the web for giving their product or services 24/7 international access. The sites Amazon.com and Rediff, are among these. These websites spell product on to customers over the web.

3. Consumer to client E-commerce (C2C)

Here , the interaction is between clients .As an example, sites like e-buy Bid , purchase .com , or Baazi.com are auction sites to just about sell and purchase any product. This form of e-commerce is nothing but the cyber version of auction homes if anyone desires to sell something , all they need to do is post a message on the positioning , provide details of the merchandise ,and expected worth online message boards and barters also are samples of C2C e-commerce

4. consumer to Business E-commerce (C2B)

E-commerce, by empowering the client, has been strategically redefining business. An associate degree example of the C2B model of e-commerce is the website word line .com that permits prospective airline travelers etc. to go to its websites and indicate their most popular worth for travel between any two cities

5. Business to workers E-commerce (B2E)

This is involved with promoting a corporation's internal process efficiently. Client care and support activities hold the ground. The necessity that area unit all self-service with applications on the net that the staff will use themselves.

Benefits of E-commerce to Business

Few innovations in human history comprehend as many potential advantages as e-commerce .The nature of the technology, its chance to succeed in many ways, the nature of the technology, its low cost, its chance to succeed in many ways, the interactive nature, the form of prospects, and the resourcefulness and growth of the supporting infrastructure result in several potential advantages to organization, people and society. These advantages are simply beginnings to organizations, people and society .These advantages are

simply beginnings to occur, but they will increase considerably as e-commerce expands. It's not shocking that some maintain that the e-commerce revolution is simply as profound because of the modification that came with the economic revolution.

1. Benefits to the Organization

The benefits to organizations are as follows:-

Electronic commerce expands the market to national and international market with minimal capital outlay. A corporation can quickly and easily find a lot of customers, the most effective suppliers, and also the most fitted business partners worldwide.

Electronic commerce decreases the value of producing; processing, distributing, electronic acquisition system enables firms to cut prices by as much as 85 percent.

The ability for making extremely specialized business. For instance, dog toys that may be purchased solely in pet outlets or department and offline discount stores are sold currently during a specialized computer network.

1. Benefits to Shoppers.

The benefits of e-commerce to shoppers are as follows:-

Electronic commerce allows customers to buy or perform alternative transaction 24/7/365 from virtually any location. Electronic commerce often provides customers with less costly product and services by permitting them to buy from several places and conduct quick comparisons. In some cases particularly with digitized product, e-commerce permits fast delivery. Customers receive relevant and careful data in second instead of days or weeks.

E-commerce enables customers to participate in virtual auctions.

2. Benefits to The Society

The benefits of e-commerce to society are as follows:-

E-commerce allows a lot of people to figure receptions and reduce the need to travel to search for thing, leading to less traffic on the roads and lower pollution levels.

E-commerce enables easy access to products and services that otherwise seem difficult to get in certain areas.

E-commerce permits some merchandise to be sold at low costs, making it accessible to more people.

The impact of E-Commerce on Business:-

E-commerce and E-business are not solely the internet, website or dot com companies. It is about a new business concept that incorporates all previous business management and economic concept. As such E-Business and E-Commerce impact on many areas of business and discipline of business management studies.

Impact of E-commerce in the business world can be categorized into the following categories:

1. Impact of direct marketing
2. Impact on organizational structures
3. Impact on manufacturing
4. Impact on finance and accounting
5. Impact on Human resource Management and Education.
6. Impact on production and operations management.
7. Impact on Economics.
8. Impact on Business of law and ethics

1. Impact of Direct marketing -

Traditional direct marketing is done through mailing catalogs or telemarketing. However with the spread of internet direct marketing via. The internet (B2C) has grown tremendously. Some of the impacts of electronic commerce on direct marketing are:-

Product promotion and advertising

- A) New sales channels
- B) Direct saving
- C) Reduced cycle time
- D) Customer service

2. Impact on Organizational Structures –

Rapid progress in E-commerce will force the companies to adopt new technologies, create new business structure, redefine organizational structure and customize their product. The impact of E-commerce on business organization may be discussed in the following areas:-

- A) Technology and organizational learning
- B) Changing work culture
- C) New product capabilities
- D) New business models

3. Impact on Manufacturing

Issue on-line advertising, marketing strategies and consumer behavior and cultures one of the areas in which it impact particularly is direct marketing. In the past this was mainly door to door; home parties and mail order using catalogues or leaflets. E-commerce is the fast changing the manufacturing systems from mass production to demand-drive, customized, just-in-time manufacturing .using the web based ERP system, orders for custom made products that are taken from online customers can be directed to designers and to the production floor within no time. The production floor in turn collects inventories from various locations by ordering online .

4. Impact on Finance and Accounting

On line baking issue of transaction costs; accounting and auditing implications where ‘intangible’ assets and human capital must be tangibly valued in increasingly knowledge based economy. Electronic commerce require special finance and accounting systems, especially payment system. E-payment are using systems such as online credit /debit card payments, e-cash and e-cheque . E-cash completed and involves legal issues and agreements on international standards, but it represents the biggest revolution in E-payment systems.

5. Impact on Human Resource Management and Education

E-commerce has great impact on the methods and techniques in training and education as well. Distance learning online is becoming very popular ,providing opportunities that never existed before .The online distance learning systems offer two-way video , interactive remote instruction system, remote querying ,application sharing etc.

2. Impact on Production and Operations Management

The impact of on-line processing has led to reduced cycle times. It takes seconds to deliver digitized products and services electronically; similarly the time for processing order can be reduced by more than 90 percent from days to minutes

3. Impact on Economics

The impact of e-commerce on local and global economics; understanding the concept of digital and knowledge-based economy and how this fits into economic theory.

4. Impact on Business of law and ethics

The different legal and ethical issues that have arisen as a result of global ‘virtual ‘ market issues such as copyright laws , privacy of customer information , legality of electronic contracts etc.

The rise of online shopping is fueling the new economy and spurring innovation by merchants, encouraging them to identify what makes their products unique and creating engaging experiences that keep shoppers coming back. The trend is being driven by technological advances, social media and a desire for

convenience on the part of consumers. It's a busy world we live in, and the rise of online shopping has convenience at its core. There are a variety of reasons driving the trend.

E-commerce continues to prove to be a lucrative and vital part of the future economy, but sectors are already being impacted by "The future of e-Commerce will be shaped by technology 10-15 years from now. And there's the only thing that will stand out, the emergence of a new Future of e-commerce: 10 trends for the coming years ; 1) Revenue of \$ 3,4 trillion in 2025 ; 2) Delivery drones ; 3) Omni channel. The industry report states that by the end of 2022, e-commerce will make up 20.4% of global retail sales. However, only 10% of e-commerce companies are using word-of-mouth advertising on social media platforms to their advantage. It's estimated that by 2023, e-commerce purchases will rise from 14.1% to 22%. Technology has allowed for better, more efficient shopping experiences. And social media has transformed the way we think about buying things. Today, people are more likely to consult their Face book friends or Twitter followers before making a purchase than they are to ask a salesperson.

But it's not just social media driving the online shopping boom. Consumers are also becoming more comfortable buying things online as they become more familiar with the process and the benefits. For example, online shopping eliminates the need to deal with parking, traffic and crowds. It also gives shoppers the ability to compare prices and find the best deals. As online shopping continues to grow, merchants will need to find ways to stand out from the competition. They'll need to identify what makes their products unique and create engaging experiences that keep shoppers coming back.

This creates a greater incentive for customers to shop online and boosts the overall economy. E-commerce stimulates the economy by increasing productivity, encouraging innovation and improving the shopping experience.

Conclusion

E-commerce is a very popular mode of trade these days. E-commerce refers to the purchasing and selling of goods and services through the internet. E-commerce trade is accessible to anybody with an internet connection. It has a significant influence on many aspects of business, not simply selling and marketing. Since its introduction, the impact of e-commerce on business and society has risen to a global level. Everyone now uses the internet more frequently in daily life. Because of the increasingly profound influence, it has on people's lives; the Internet has integrated itself into the lives of the majority of people. Instead of going to the bank, people prefer to rather stay at home and make online transactions to buy things online as they are too lazy to go. The internet is expanding rapidly. Every year, e-commerce sales rise in anticipation of human purchasing pattern. Electronic commerce is the use of a telecommunication network to share business information, maintain business contacts, and make commercial transactions. Massive advancements in information technology have transformed the globe into a global village, resulting in unparalleled upheaval in the business.

E-commerce has affected every sector of the economy, especially finance, retail, communication and business services. Today many organizations have adopted e-commerce to increase the speed to market of their products and services. Innovations promoting e-commerce include electronic catalogs and search engines for finding information on the Internet; software or robots that automatically search for goods and services; system that recommend products to users based on their personal data; and digital guarantees of Internet identity Certification services.

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