Opportunities and Challenges in e-commerce and Digital Marketing

The 11th Anniversary
India–Japan International Conference

BICON-2016

The Proceedings of Conference
Volume - III

Opportunities and Challenges in e-commerce and Digital Marketing

October 22, 2016

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Organized by:

Biyani Girls College
Department of Commerce & Management and Information Technology
Jaipur, India
Opportunities and Challenges in e-commerce and Digital Marketing

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All papers of the present proceeding were peer reviewed by no less than two independent reviewers. Acceptance was granted when both reviewers's recommendation were positive.

Editors:
- Dr. Manish Biyani
- Dr. B.N. Gaur
- Dr. Poonam Sharma
- Mr. Vivek Sharma
- Dr. Sakshi Arora
- Mr. Lokesh Agarwal

Reviewers:
- Dr. Pawan Patodiya
- Dr. Shweta Mishra
- Ms. Priyanka Payal
- Ms. Payal Khandelwal
- Ms. Nidhi Gupta

Designed by:
- Mr. Nilesh Sharma
Welcome to BICON2016 and Pink City Jaipur, India!

This year we are celebrating the 11th annual conference event of the India-Japan Bilateral conference series at Biyani Girls College, Jaipur. Since, the first conference in 2006, the conference has continued to grow and has become gold standard annual event in our institutions for encouraging the spirit of research and innovations and strengthen the bilateral academic relationship between India and Japan. The growth of attendee is gradually increasing and recently it attracted over twenty-five hundreds of registrations. Every year, this event receives near 50 invited speakers from both the countries, India and Japan, and we continue to evolve, adapt and develop new collaborative programs between various institutions in India and Japan.

This year event, BICON2016, is specially highlighting one-week long cultural internship exchange course program, 'Rajasthan-logy', to invite a group of 10 Japanese students from our partner institutions in Japan. This is an initiation to promote young friendship and to help them experience Indian society and culture through their interaction with Indian students. All the invited students from Japan will learn about values and strengths of culture in Rajasthan, through participating in various activities including visiting Brahma Kumaris Spiritual University in Mount Abu, observing local industries, experiencing traditional cultures, visiting historic sites and special seminars.

BICON2016 is organized in collaboration with partner institutes in Japan, including JAIST (Japan Advanced Institute of Science and Technology), Saitama University, Akita Prefectural University and Kyushu University. BICON2016 is composed of three annual co-located symposiums; each specialized in specific knowledge areas including (i) Social Sciences, (ii) Science and Technology, and (iii) Commerce and Management and Information Technology.

BICON2016 is decided to call for full paper participation with ISBN numbers. The Technical Program Committee is charged with reviewing all abstracts to accommodate the growing number of paper submissions. In a rigorous and time-consuming review process, the committee members worked hard to ensure the continued high quality of accepted papers. In this year’s conference program, there are 40 invited talks (11 Japan + 29 India) including 6 keynote talks and 34 invited talks. Total 24 selected oral presentations by young researchers is another feature of this event.

Conferences such as these can only succeed as a team effort. Planning for this conference has occupied several hundreds of hours over six months by many dedicated people. First, we would like to thank the management of organizing committee who trusted me to organize this conference and who contributed significant funds to support this event. Next, we would like to thank the technical program committee and the reviewers for their excellent work in reviewing the papers as well as their invaluable input and advice. We want to express our sincere thanks to all the dedicated BICON-Team members for their active role and support in all aspects of this conference from collecting abstracts, assisting in coordination, helping to plan the agenda, recruiting sponsors, assisting in organizing the conference, and on and on. We cannot thank them enough for their constant support and dedication so we proud to call them as BICON-Team, one of the brilliant and
Opportunities and Challenges in e-commerce and Digital Marketing

amazing team. I want to thank to all the conveners of each symposia: Ms Vibha Chaturvedi (Social Science), Dr Priyanka Dadupanthi (Science), Dr Poonam Sharma (IT) and Dr B.N. Gaur (Commerce Management) and chief designer Mr. Nilesh Sharma and team for editing the conference proceeding in the last running moments and beautifully designing the brochure and other materials.

Finally, we want to express my sincere thanks to all the invited speakers, offline and online, come from the four corners of India and Japan for kindly arranging their time to participate in this conference. It has been a great pleasure to interact with them and receiving their interest to develop collaboration in the future. It's going to be the best meeting yet.

The venue of this conference is located in pink city Jaipur and we have tried to promote a sense of the local culture and North-Indian cuisine to the attendees during this conference. We hope, that this conference is intellectually stimulating, enjoyable, and memorable for all the attendees and professionally satisfying them at the historical, cultural and pink-city Jaipur.

With warmest regards,

Manish Biyani
Organizing Chair
• Res. Director, Biyani Group of Colleges, India
• Res. Asso. Professor, JAIST, Japan

Tatsuo Kaneko
Organizing Co-Chair
• Director & Professor, JAIST, Japan
• Advisor, Biyani Group of Colleges, India

Neha Pandey
Conference Secretary,
• Registrar, Biyani Group of Colleges, India
I am pleased to convey my warmest congratulations to the Japan Advanced Institute of Science & Technology (JAIST) on the occasion of the 11th India-Japan Fest under which the RAJASTHAN-LOGY (16-19 October, 2016) and the BIOCOn-2016 (20-22 October, 2016) Conferences are being held in Jaipur. I am glad to note that JAIST has been working with a number of Indian universities to enhance collaborative endeavour between India and Japan.

2. It is particularly heartening to note that JAIST is encouraging young scientists, faculty members, corporate personnel and research scholars from both countries to participate in these conferences.

3. I am confident that the scientific deliberations at the Conferences will lead to constructive recommendations for deepening scientific collaboration between the two countries. I am sure that the scientific and academic fraternity in India and Japan will take full advantage of the opportunities offered by the forthcoming events.

I wish the 11th India-Japan Fest much success.

(Sujan R. Chinoy)
Ambassador of India

Tokyo
13 October 2016

Embassy of India, 2-2-11 Kudan Minami, Chiyoda-ku, Tokyo 102 0074
Telephone : +81-3-3265-5038 Fax : +81-3-3262-2301; Email: pstoamb@inembassy-tokyo.gov.in
Dear Shri Biyaniji,

I have been directed to convey that Hon’ble Chief Minister, Rajasthan is pleased to acknowledge the invitation to be the Chief Guest for inauguration of 11th India-Japan Bilateral Conference being held in Biyani Girls College on 20th October, 2016.

She would have liked to be there but due to pre-occupations she would not be able to attend the same. Hon’ble Chief Minister conveys her best wishes for the success of the event.

With regards,

Yours sincerely,

(Gajanand Sharma)
OSD to Chief Minister

Dr. Sanjay Biyani,
Director (Acad.)
Biyani Girls College,
R-4, Sector-3,
Vidhyadhar Nagar, Jaipur
MESSAGE

I am very happy to learn that Biyani Girls College, Jaipur is organising 11th India-Japan Bilateral Conference to be held in Biyani Girls College from 20th October 2016.

I hope that this conference will attract bilateral academic/research agreements and promote further stronger relationship between Japan (JAIST, Akita Pref University, Saitama University, Kyushu University) and Higher level Indian Institutes. Participation of the accomplished girls from Biyani College in this event shall Foster Women empowerment in our state. In this Conference member who recently attended first India-Japan high level policy dialogue meeting between MEXT and MHRD on July 7 in Tokyo will also participate to discuss the topic of conference on "Rising India-Japan Relations Transforming New Strategic Alliance".

I wish great success of the conference.

(Gulab Chand Kataria)

Dr. Sanjay Biyani,
Director, Academics,
Biyani Girls College,
Sector-3, Vidhyadhar Nagar, Jaipur-302039.
कालीचरण सराफ

मंत्री
उपनिवेश
(संस्कृति एवं तकनीकी शिक्षा विभाग)
विज्ञान एवं प्रौद्योगिकी, सैनिक कल्याण
राजस्थान सरकार

शुभकामना संदेश

मुझे यह जानकार प्रसन्नता हो रही है कि बियांनी ग्रुप ऑफ कॉलेज्स विद्याधर नगर, जयपुर द्वारा प्रति वर्ष की भूमिका इस वर्ष भी तीन दिवसीय भारत-जापान अंतरराष्ट्रीय सेमिनार 2016 का आयोजन किया जा रहा है। जिसमें जापान से तकनीकी 50 वैज्ञानिक एवं अन्य विश्वविद्यालयों से लगभग 100 प्रतिभागी अपना पत्र वाचन करेंगे। जिससे दोनों देशों के साथ-साथ सम्पूर्ण मानव जाति के कल्याण एवं विकास के लिए बिवार-विवार होगा साथ ही दोनों देशों के सम्बन्ध भी मजबूत होंगे। जो कि देश के विकास में एक अहम कदम साबित होगा।

इस सेमिनार में एक स्मारिका का भी प्रकाशन किया जा रहा है। मैं इस आयोजन की सफलता एवं प्रकाशित होने वाली स्मारिका के लिए अपनी ओर से हार्दिक शुभकामनाएं प्रेषित कर रहा हूं।

आपका शुभेच्छा,

(कालीचरण सराफ)

डॉ० राजीव बियांनी,
अध्यक्ष,
बियांनी ग्रुप ऑफ कॉलेज्स विद्याधर नगर, जयपुर
MESSAGE

I am glad to know that Biyani Group of Colleges, Jaipur is organising 11th India-Japan Bilateral Conference between 20-22nd October, 2016.

In this international seminar, Japanese Professors and scientists will share their work and experience. A part from Japanese delegates, speakers from various institutes of India will also participate.

This event is organised to celebrate the bilateral research agreements and promote strong relationship between JAIST and Indian Institutes.

I wish Biyani Group of Colleges a great success in this event.

(Rajendra Rathore)
हेम सिंह भड़ाना
मंत्री
खाद्य, नागरिक आपूर्ति एवं उपभोक्ता मामले
राजस्थान सरकार

श्री राजीव भियानी
अध्यक्ष,
भियानी ग्रुप ऑफ कॉलेज, विद्याधार नगर, जयपुर।

शुभकामना—संदेश

भियानी ग्रुप ऑफ कॉलेज द्वारा 20 अक्टूबर, 2016 से 22 अक्टूबर, 2016 तक सीन दिवसीय अन्तरराष्ट्रीय समीक्षा का आयोजन एवं स्मारक का प्रकाशन किया जा रहा है। समीक्षा में जापानी वैज्ञानिक एवं प्रोफेसर तथा देश के विभिन्न विश्वविद्यालयों के प्रतिभागी पत्रकार करेंगे। आशा है इस आयोजन पर दिनों गगे महत्वपूर्ण सुझाव आमना एवं विद्यार्थियों के लिए अत्यन्त उपयोगी होंगे। भियानी ग्रुप ऑफ कॉलेज द्वारा आयोजित इस समीक्षा के सफल आयोजन एवं स्मारक के प्रकाशन हेतु मैंने ऐसे तहसील के हार्दिक शुभकामनाएं प्रेषित करता हूँ।

सदुभावी,

(हेम सिंह भड़ाना)
संदेश

मुझे यह जानकार हार्दिक प्रसन्नता हो चुकी है कि “वियानी गर्ल्स कॉलेज” व जापान के विभिन्न विश्वविद्यालयों हर समय न्यूनता रूप से दिनांक 20.10.2016 से 22.10.2016 तक “11वीं भारत-जापान दिवसीय समन्वयविवेकन (समा)” का आयोजन किया जा रहा है।

कार्यक्रम के माध्यम से दोनों राष्ट्रों के मध्य आपसी समन्वय स्थापित होगा एवं दोनों राष्ट्र कार्यस्थलिक रूप से विकास करेगे। उक्त आयोजन का मुख्य उद्देश्य दोनों राष्ट्रों के मध्य अर्थव्यवस्था संबंध, आर्थिक एवं अनुसंधानिक संबंध स्थापित करना है, जो कि राष्ट्र हित में सराहनीय एवं अभिनवनीय रूप से उठाया गया उत्कृष्ट कदम है।

मैं इस अवसर पर उक्त कार्यक्रम की भव्य सफलता हेतु कामना एवं शुभकामनाएं प्रेषित करता हूं।

हार्दिक शुभकामनाओं सहित।

शुभेच्छा

(राजकुमार रियावा)

डो. संजय रियाव, निदेशक,
वियानी गर्ल्स कॉलेज, सेक्टर-3,
बिहार नगर, जयपुर।

कार्यालय : 6110, मंत्रालय भवन, शासन सचिवालय, जयपुर राजस्थान
निवास : 385-ए, सिरिचल लाइन, जयपुर (राज.)
Opportunities and Challenges in e-commerce and Digital Marketing

FROM THE CONVENER’S DESK

It gives me great pleasure to extend to you all a very warm welcome on behalf of Department of Commerce, Management and Information Technology, Biyani Girls’ College. We are grateful to all the speakers, delegates, organizers and guests, who have accepted our invitation to participate in the (Commerce, Management and Information Technology segment of) BICON 2016.

It is an opportune time to renew contacts and discuss opportunities of mutual interest with delegates from both Japan and India bilaterally.

It is gratifying to note that the agenda of the Seminar covers a wide range of very interesting items relating to higher education frontiers in India and Japan, and resulting opportunities for both countries.

No matter how much we can do by ourselves on the national level, whether it be research or development, it is never enough. In a spirit of true cooperation, we in Asia, and particularly in Japan and India, are proud of nurturing past and present civilizations and cultures. We must join in an action-oriented effort to recognize opportunities and challenges in the e-commerce and digital marketing.

The utter sincerity and dedication of the management, the teaching faculty, non-teaching staff and the students at Biyani Girls’ College has brought this event to fruition. It is an outcome of the hard work and persistent efforts of all our colleagues. We hope that their efforts shine through, and all the delegates and participants have a fulfilling and rewarding experience here, that carries forward long after the event itself is over. Once again, a very warm welcome to you all.

Dr. B.N. Gaur
(Dept. of Comm. & Mgmt.)
Convener

Dr. Poonam Sharma
(Dept. of IT)
Convener

Ms. Sujata Biyani
(Dept. of Comm. & Mgmt.)
Convener

Dr. Sakshi Arora
(Dept. of Comm. & Mgmt.)
Co-Convener

Ms. Payal Khandelwal
(Dept. of IT)
Co-Convener
CORE COMMITTEE:

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- Prof. Sanjay Biyani (Director-Acad.)
- Prof. Manish Biyani (Director-R&D)
- Prof. Neeta Maheshwari (Principal, BGC)
- Ms. Sujata Biyani (Asst. Director)
- Ms. Priyanka Biyani (Asst. Director)
- Dr. Madhu Biyani (Asst. Director)
- Ms. Renu Tandon (HR Manager)
- Dr. Neha Pandey (Registrar)
- Prof. P.C. Jangir
- Dr. B.N. Gaur
- Dr. Poonam Sharma
- Mr. Vivek Sharma
- Dr. Sakshi Arora

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- Mr. Lokesh Agarwal
- Ms. Payal Khandelwal
- Ms. Harshita Bhati
- Ms. Ankita Gupta
- Ms. Poonam Fatehpuria
- Ms. Achala Sharma
- Mr. Desh Deepak Tiwari
- Mr. Deepesh Shukla
- Ms. Azepsh Khan
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Invited Lecture 1

Assisting Content Authoring based on Cinematography

Atsuo Yoshitaka

Affiliation & Contact:
School of Information Science/Center for Innovative Lifestyle Design, JAIST
Asahidai, Nomi, Ishikawa, 923-1292 JAPAN
Phone +81-761-51-1230; Fax +81-761-51-1149
Email: ayoshi@jaist.ac.jp

Research Interest:
Image/Video Processing, Interactive Systems, Affective Information Processing

Education & Professional Career:
1997 Doctor of Engineering (Hiroshima Univ.)
1994-2007 Assistant Prof., Hiroshima University
2008- Associate Prof., JAIST

Major Publications:
3. Atsuo Yoshitaka, Shinobu Chujyou, and Hiroshi Kato, “Improving the Operability of Personal Health Record System by Dynamic Dictionary Configuration for OCR”, Knowledge and
Abstract

Assisting Content Authoring based on Cinematography

Atsuo Yoshitaka

*School of Information Science/Research Center for Innovative Lifestyle Design, JAIST

Image/video data has become one of the major media for mutual communication. Before the era of the Internet, most of video contents distributed in public were produced by professionals, cooperated with broadcasting or film distributing company. The internet has opened new generation of communication where general people got a channel to communicate with flexibility of media. Public video sharing services have made even a citizen to distribute and share visual information among a large number of people,which is captured with small video devices. According to the accumulation of knowledge of cinematography, which is also known as film grammar, the way of shooting a shot such as camera work or shot size relates to the expression of affective information or psychological impression of viewers. In addition to shooting techniques, proper cut planning in editing process also contributes to the expression of affective information.

Since most of the nonprofessional content creators do not always understand the proper method of shooting and/or editing in their process of contents creation. This results the situation where contents,that are difficult to understand primary photographic subject or nonverbal information implied, are distributed.
In this talk, several studies for the solutions of this issue will be presented. First topic is assisting the decision of composition. There are typical types of composition, which will be chosen based on the spatial relationship between primary subject and surroundings such as conspicuous split lines. Based on the detection of these elements, typical type of composition is inferred and presented to a user as suggestion. Second topic is the assistance for the adjustment of depth of field. Adjusting the depth of field so that background is blurred but the main photographic subject is in focus will make the subject clear and it makes to express a sense of depth. However, improper adjustment of the depth of field may make it difficult to see the surrounding environment or atmosphere. For the solution of this issue, we present a solution by adjusting focal length based on the relationship between the primary photographic subject and background. The third topic is suggesting proper camerawork for the expression of nonverbal information. Shot size, camera angle, and zoom-in/out affect visual expression of nonverbal information such as strength, weakness, strain, or desolation. A video camera with sensors to capture shooting condition is able to suggest proper shot size, camera angle and/or zooming operation to solve this issue.
Invited Lecture 2

Role of Digital Marketing in Present Era

Mr. Arvind Kalia
Marketing Head, Rajasthan Patrika

Mr. Arvind Kalia is an extremely innovative and talented marketing consultant from Jaipur, India and presently serving as National Head of Mentoring at the country’s leading Publication, Rajasthan Patrika. Over the years, he has been a key instrumental force in establishing Patrika Brand in the Indian market. His marketing strategies have really been a source of inspiration for budding marketing managers all over the country. Mr. Kalia has a perfect approach toward understanding the insight of consumer behavior, possesses expertise in the ever-changing, evolving advertising field, and has been one of the most important parts of Patrika Group since its early years.
Abstract

Role of Digital Marketing in Present Era

Arvind Kalia
Marketing Head, Rajasthan Patrika

We are amidst the tremendous digital transformation whose magnitude and speed is mind boggling. For example, Cisco has predicted that nearly 50 billion devices will be connected devices by 2020. This resultant digital world requires complete makeover of organisational practices, procedures, proficiencies so that they can rise to fully exploit the prospects of digital technologies and their powerful effects across all stakeholders in a planned and preferential way.

This colossal digital world is reshaping every activity of a modern enterprise, whose decision making, innovation, automation and connectivity are up for massive change. The area of decision making is now heavily dependent upon big data and advanced analytics. Digital technology is now replacing manual labour with intelligent automation, and within a few years span, it will replace even white collar jobs. It unleashes wide opportunities of unthinkable innovation not only in products but also in entire business and operating model. For example, Amazon is turning out to be a mega retailer without owning a single store. Similarly, Uber and Ola are now fast becoming biggest taxi companies without owning a single car. HR department of corporate world is facing a dominant new phenomenon of digital workforces, whose new way of working is giving rise to short term project based working.

The field of marketing is also not untouched by the digital revolution. Real time marketing, adaptive marketing, contextual advertising etc. are now major development due to effective harnessing of digital technologies. Their effective use enables organizations to develop hyper individualized offering for their target customers and take their satisfaction to newer heights.

Despite all these magnificent benefits of being Digital Natives, there are certain drawbacks which need to be addressed effectively. For example, Invasion to Privacy and digital fraud are on the rise. Online service providers compromise privacy of their customers and sell their online behavioral data to marketing hawks for big unethical money. Similarly, BOTs are extensively used to create fake and unethical analytics to concoct false popularity data.
The need of the present hour is to be digitally ready to stay one step ahead of competitors and also socially responsible towards these digital natives so that their personal space is not invaded and they are not cheated for their lack of awareness of digital fraud.

Invited Lecture 3

Impact of Digital Marketing: In New Age Economy

Mr. Chintan Bakshi

Mr. Chintan Bakshi is chief operating officer at start up Oasis. He has about 20 years of experience. He did his graduation from Institute of Technology, Delhi in 1992 and the Indian Institute of management, Bangalore in 1997. He has worked in reputed Indian and multinational company like feedback venture, Maruti Suzuki and Indian Hotels company Ltd. (Taj group). He has been working in rural markets since 2004, developing innovative business models to commercialize grass root technologies, foster rural entrepreneurship, enable rural e-commerce and implemented mobile enabled last mile distribution for FMCG’s. He brings a unique experience of managing new ventures and startup companies that address rural markets and are built around a rural ecosystem.
Abstract

Impact of Digital Marketing : In New Age Economy

Mr. Chintan Bakshi
Chief Operating Officer at Startup Oasis

E-Commerce and Digital Marketing are some of the key buzzwords of the new age economy with wide presence and availability of the the Internet and the Smartphone as the backbone. While they significantly reduce the entry barriers for new entrants to acquire and service customers, thereby making it possible to startups with innovative products and services to compete with established players, we need to also understand that behind the seemingly simple processes of the digital economy the key fundamentals of customer acquisition and servicing largely remain the same. These are fundamentally new channels for enabling the delivery of goods and services and acquisition of customers. While they offer a more democratic access to customers, at the same time the use of these channels is an effective process only once done with a clear understanding of the target segment. The Internet offers the possibility of optimal outreach to the relevant target segment, but is a very costly medium if that clarity is missing or the product / service is undifferentiated. Therefore, the high incidence of innovative startups being able to target and acquire customers fast and having the ability to build entry barriers for the second and third movers.
Invited Lecture 4

Some Ethical Issues of E-Commerce in India

Prof. Kshama Agarwal

Former Head, Dept. of EAFM, University of Rajasthan

Prof. (Dr.) Kshama Agarwal former HOD, EAFM Department, University of Rajasthan. She handled many administrative assignments. She has till now around 50 research papers and she has authored 8 books. She is also the member of NAAC and UGC committee. She is a true educationalist who has attended conference in IIM too.
Abstract

Some Ethical Issues of E-Commerce in India

Prof. Kshama Agarwal
Former Head, Dept. of EAFM, University of Rajasthan
Email: eafm.department@yahoo.com, a_kshama@yahoo.com

E-commerce is a most recent and developing market in India. The recent development in Internet, I-banking and E-financial resources are the basic factors that govern E-trade. In India the E-trade is recent and it has not developed keeping in mind all the ethical standards of trading. It is lacking in many ethical standards which needs to be covered to develop the E-commerce to its fullest extent. Some of the basic problems and functionalities of E-commerce are as follows:

India had an internet user base of about 354 million as of June 2015\(^1\) and is expected to cross 500 million in 2016.\(^2\) Despite being the second-largest userbase in world, only behind China (650 million, 48% of population), the penetration of e-commerce is low compared to markets like the United States (266 million, 84%), or France (54 M, 81%), but is growing at an unprecedented rate, adding around 6 million new entrants every month.\(^3\) The industry consensus is that growth is at an inflection point.\(^4\)

In India, cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities.\(^5\) Demand for international consumer products (including long-tail items) is growing much faster than in-country supply from authorised distributors and e-commerce offerings.

In 2015, the largest e-commerce companies in India were Flipkart, Snapdeal, Amazon India, and Paytm.\(^6\)

Market size and growth

India's e-commerce market was worth about $3.9 billion in 2009, it went up to $12.6 billion in 2013. In 2013, the e-retail segment was worth US$2.3 billion. About 70% of India's e-commerce market is travel related.\(^7\) According to Google India, there were 35 million
Opportunities and Challenges in e-commerce and Digital Marketing

online shoppers in India in 2014 Q1 and is expected to cross 100 million mark by end of year 2016. CAGR vis-à-vis a global growth rate of 8–10%. Electronics and Apparel are the biggest categories in terms of sales.

According to a study conducted by the Internet and Mobile Association of India, the e-commerce sector is estimated to reach Rs. 211,005 crore by December 2016. The study also stated that online travel accounts for 61% of the e-commerce market.

By 2020, India is expected to generate $100 billion online retail revenue out of which $35 billion will be through fashion e-commerce. Online apparel sales are set to grow four times in coming years.

Key drivers in Indian e-commerce are:

- Large percentage of population subscribed to broadband Internet, burgeoning 3G internet users, and a recent introduction of 4G across the country.
- Explosive growth of Smartphone users, soon to be world's second largest smartphone userbase.
- Rising standards of living as result of fast decline in poverty rate.
- Availability of much wider product range (including long tail and Direct Imports) compared to what is available at brick and mortar retailers.
- Competitive prices compared to brick and mortar retail driven by disintermediation and reduced inventory and real estate costs.
- Increased usage of online classified sites, with more consumer buying and selling second-hand goods.
- Evolution of Million-Dollar startups like Jabong.com, Saavn, Makemytrip, Bookmyshow, Zomato, Voonik etc.

India's retail market is estimated at $470 billion in 2011 and is expected to grow to $675 Bn by 2016 and $850 billion by 2020, – estimated CAGR of 10%.

According to Forrester, the e-commerce market in India is set to grow the fastest within the Asia-Pacific Region at a CAGR of over 57% between 2012–16. According to Forrester, the e-commerce market in India is set to grow the fastest within the Asia-Pacific Region at a CAGR of over 57% between 2012–16.

As per "India Goes Digital", a report by Avendus Capital, a leading Indian investment bank specializing in digital media and technology sector, the Indian e-commerce market is
estimated at Rs 28,500 Crore ($6.3 billion) for the year 2011. Online travel constitutes a sizable portion (87%) of this market today. Online travel market in India is expected to grow at a rate of 22% over the next 4 years and reach Rs 54,800 crore ($12.2 billion) in size by 2015. Indian e-tailing industry is estimated at Rs 3,600 crore (US$800 million) in 2011 and estimated to grow to Rs 53,000 crore ($11.8 billion) in 2015.

Overall e-commerce market is expected to reach Rs 1,07,800 crores (US$24 billion) by the year 2015 with both online travel and e-tailing contributing equally. Another big segment in e-commerce is mobile/DTH recharge with nearly 1 million transactions daily by operator websites. [citation needed]

New sector in e-commerce is online medicine. Companies like Reckwing-India, Buyonkart, Healthkart are already selling complementary and alternative medicine whereas NetMed has started selling prescription medicine online after raising fund from GIC and Steadview capital citing[17] there are no dedicated online pharmacy laws in India and it is permissible to sell prescription medicine online with a legitimate license.

Online sales of luxury products like jewellery also increased over the years. Most of the retail brands have also started entering into the market and they expect at least 20% sales through online in next 2–3 years.[18]

Closures

Though the sector has witnessed tremendous growth and is expected to grow, many e-commerce ventures have faced tremendous pressure to ensure cash flows. But it has not worked out for all the e-commerce websites. Many of them like Dhingana, Rock.in, Seventy MM amongst others had to close down [19] or change their business models to survive.[20]

Infrastructure

There are many hosting companies working in India but most [citation needed] of them are not suitable for eCommerce hosting purpose, because they are providing much less secure and threat protected shared hosting. eCommerce demand highly secure, stable and protected hosting. [citation needed] Trends are changing with some of eCommerce companies starting to offer SaaS for hosting web stores with minimal one time costs.

There could be various methods of ecommerce marketing such as blog, forums, search engines and some online advertising sites like Google adwords and Adroll.
India has got its own version of Cyber Monday known as Great Online Shopping Festival which started in December 2012, when Google India partnered with e-commerce companies including Flipkart, HomeShop18, Snapdeal, Indiatimes shopping and Makemytrip. "Cyber Monday" is a term coined in the USA for the Monday coming after Black Friday, which is the Friday after Thanksgiving Day.[21] Most recent GOSF Great Online Shopping Festival was held during Dec 10 to 12, 2014.

In early June 2013, Amazon.com launched their Amazon India marketplace without any marketing campaigns. In July 2014, Amazon had said it will invest $2 billion (Rs 12,000 crore) in India to expand business, after its largest Indian rival Flipkart announced $1 billion in funding. In June 2016, Amazon agreed to invest another $3 billion to further pressure rivals Flipkart & Snapdeal[22] Amazon has also entered grocery segment with its Kirana now in bangalore and is also planning to enter in various other cities like Delhi, Mumbai and Chennai and faces stiff competition with Indian startups.[23]

**Funding**

Some venture capital firms such as Accel Partners have invested in e-commerce companies, such as entertainment ticketing website BookMyShow.com[24] and B2B marketplace Moglix.com.[25]

Started in 2012, Hopscotch India focuses on bringing thousands of brands to moms in India. They have raised USD 12.8 million in two rounds from 7 investors, including Facebook co-founder Eduardo Saverin.[26]

Flipkart.com raised about USD 2.3 billion.[27] On 10 July 2013, Flipkart announced it had received $200 million from existing investors Tiger Global, Naspers, Accel Partners, and ICONIQ Capital, and an additional $160 million from Dragoneer Investment Group, Morgan Stanley Wealth Management, Sofina, Vulcan Inc. and more from Tiger Global.[28]

In February 2014, online fashion retailer Myntra.com raised $50 million from a group of investors led by Premji Invest, the investment company floated by Azim Premji, Chairman of Wipro. May 2014 also witnessed an acquisition of Myntra by Flipkart reportedly for ₹2,000 crores.[29]

In October 2014, Flintobox raised USD 300,000 [30] from leading angels GSF Global, Globevestor (USA),[31] AECAL (Germany), and Mauj Mobile.
In July 2015, price comparison service website MySmartPrice raised $10 million from Accel Partners and Helion Venture Partners.

In September 2015, PepperTap raised $36 million from Snapdeal and others.[32]

**Niche retailers**

The spread of e-commerce has led to the rise of several niche players who largely specialize their products around a specific theme. As many as 1,06,086 websites are registered daily and more than 25% are for niche businesses.[33]

During 2014, Royal Enfield sold 200 bikes of special series Online.[34]

Online apparel is one of the more popular verticals, which along with computers and consumer electronics make up 42% of the total retail e-commerce sales.[35] Niche online merchandising brands like Headbanger's Merch, Redwolf and No Nasties partner with and even help sustain independent musicians.[36] Some established brands like Arvind are now creating clothing lines just for the e-commerce markets.[37] Some of the bigger online retailer like VoxPop Clothing have secured multiple rounds of funding, the last round raising $1 million from Blume Ventures in 2014.[38]

As these niche businesses get popular, they are slowly getting acquired by the big players. BabyOye was acquired by Mahindra Retail, part of the $17 billion Mahindra Group.[39] Ekstop was acquired by the Godrej Group to complement their offline chain of Nature's Basket stores.[40]
Invited Lecture 5

Impact of Digital Marketing: In New Age Economy

V.K. Gupta

Associate Professor, University of Rajasthan

Mr. V.K. Gupta (M.Com., M.Phil, MCA, Ph.D.) is working as an associate professor in EAFM Dept of University of Rajasthan. He is having 30 Years of experience in teaching, research and examination work. He has Supervised two dozens of Ph. D. students and degrees awarded. Presently 05 candidates are also enrolled under his supervision. He is associated with a number of reputed organizations.
Abstract

Analysis of e-business with current and future aspects in India

V.K. Gupta

Associate Professor, University of Rajasthan

ABSTRACT

E-business is simply known as an online business. From last few years, E business has brought a drastic change in terms of growth in Indian economy as well as technological advancement. From consumer to government and wholesaler to retailer, it has provided multiple benefits to all. Now the business scenario has changed in India due to availability of products online at lower cost with wider choice. E-business includes business, using modern communicational modes such as: E payment, money transfer system, E-data interchange and Internet. Online businesses are growing more in service sectors including travel, entertainment, education, medical etc. This paper deals with conceptual knowledge and analysis of e-business with current and future aspects in India. This paper also gives an overview about the opportunities and challenges of e-business in India.

KEY WORDS: E Business, E-data interchange, E payment
Invited Lecture 6

ECommerce–Disrupting the traditional business ecosystem

Mr. Pankaj Sharma
CEO, Pearl Enterprises, Technodune, Jaipur

Mr. Pankaj Sharma (B.Tech.) is an accomplished information technology expert having over 22 years of successful career, developing and executing operational strategies to promote organizational growth and optimal utilization of emerging technologies. He is Chief Technology Officer (CTO) at Pearl Enterprises and Chief Executive Officer (CEO) at Technodune. He is providing performance focused consultations to multiple organizations while leading own entrepreneurial ventures. He is a regular invitee as honorary speaker on technology lectures, with many educational institutions.
Abstract

ECommerce—Disrupting the traditional business ecosystem

Pankaj Sharma
CEO, Pearl Enterprises, Technodune, Jaipur

ABSTRACT:

Ecommerce is rapidly changing the manner in which business is conducted in modern times. It is being termed as a disruptive method of conducting business which is taking the entire world by storm and is impacting each and every business domain.

This talk would discuss and present before the audience how ecommerce business is conducted. It will discuss on what goes on behind the scenes in such businesses. It would also explain what disruptive technologies are and cite leading examples of the major such gainers and losers. The talk would also touch upon the challenges that need to be faced by traditional businesses, how to overcome those.

While ecommerce is a revolution in itself it is also bringing in new job opportunities the talk would also discuss the new business ecosystem from this perspective.

KEYWORDS: Disruptive technologies, Business, Jobs, Opportunities
Invited Lecture 7

Hacking Online Account & Countermeasures

Rizwan Shaikh

Founder of Pristine InfoSolutions, a Cyber Security company

Mr. Rizwan Shaikh is an Information Security Researcher and Cyber Crime Consultant with more than 7 years of experience in the meadow of Ethical Hacking. He is one of the India's renowned Ethical Hacker, Information Security Researcher and Cyber Crime Consultant actively involved in providing Ethical Hacking and Information Security training and services. He is the Founder of Pristine InfoSolutions, a Cyber Security company based in India, specializing in Cyber Crime Investigations, Cyber Law Consulting, Ethical Hacking and Information Security. His first accomplishment was finding a Loophole in SMS Gateway which allowed Spoofing numbers to send SMS (es). He came into limelight at the age of 18, when he protected many Indian websites from getting defaced by Pakistan Cyber Army where he played a major role in finding out the plan with pseudo name (using fake identity).
Abstract

Hacking Online Account & Countermeasures

Rizwan Shaikh
CTO & Founder - Pristine InfoSolutions

ABSTRACT:

If you are a Geek, hacking into any online account is not rocket science. Using some password stealing and password cracking method, this can be done in an easy manner. The advancement of technology, information exchange, and the Internet exponentially increases the threats such as Phishing, Cyber threats, Unauthorized Access, Hacking, Cyber Stalking, Cyber Squatting, Web Attacks, etc. The number of security issues, threats and computer related incidents are increasing at a tremendous rate which results in drastic diminished productivity, legal liabilities, revenue loss, and brand erosion. It becomes crucial for an organization to stay up-to-date on latest security technologies, remediation strategies to protect the integrity of the organization's IT Infrastructure.

Ethical hacking, performed by authorized company and individual, identify the potential threats on network or computer. An ethical hacker bypass the system security to find out weak points which malicious hackers can exploit.

In this session, live account hacking demonstration will be done. All the smart devices not only computer systems but cell phones and other IOT devices can be compromised to steal your financial information along with money.

After displaying the hacking technique, participants will be able to learn the countermeasure to protect themselves from such attacks.

KEYWORDS: Hacking, Cracking password, Cyber Crime
Invited Lecture 8

Analysis of e business with current and future aspects in India

Mr. Arvind Thanvi

Founder and CEO of Moinee Systems

Arvind Thanvi is the founder and CEO of Moinee Systems, which is a technology driven educational trust established in year 2012 with a mission to Support “Right to Quality Education”. He is graduated from IIT Karagpur and brings with him 15 years of vast experience in IT Services and Consultancy space with global industry leader firms like Accenture, Goldman Sachs, Barclays etc. His last stint with Accenture lasted for 10 years and at the time of leaving Accenture, Mr. Arvind was account director and delivery unit lead for leading UK based banks emerging markets & new business portfolio. Project Utkarsh is one of his initiatives currently expanded in over 1000+ government secondary schools, implementing one of its kind smart class framework with the help of his in-house developed quiz based learning & monitoring system - QuizAcademy. He is also an eminent speaker in various campuses on topics like Technology and Industry Trending.
Abstract

Evolving battle grounds of security to win the customer loyalty

Arvind Thanvi
Founder, Moinee Systems & Moinee Foundation, Jaipur, INDIA

ABSTRACT:

Let’s start with establishing that why the ’battle ground’ is relevant in businesses empowered by digital platform (or as a matter of fact for any business). In the online world every day a new player emerges with its own guards and innovation to create their market share. To win the customer loyalty market players have to compete with each other on various fronts, which are continuously evolving. Security is one of the very important aspects of it with no longer a choice to ignore in the businesses done online.

Security as requirement can be typically classified in two types: 1) Technical and 2) Functional

As part of maturity cycle, another type is becoming prominent, kind of abstracted over earlier two types, which is perceptual in nature. An ongoing effort is growing to understand how these requirements are built, managed, manipulated and should be scrutinized at consumer end as part of due-diligence. We are all surrounded with full of examples in this mobile and web era; and are matter of fact most important subject to research on for companies doing online trading or supporting the smarter layer around user experience.

Knowing two sided to a coin, how in today's world, the user perception is build to gain confidence and build trust etc is very interesting topic of research. Very same tools and techniques used for supporting perceptual integrity are the one which are most susceptible for manipulation to play with consumer’s mindset. The war of security has reached its maturity and now the battle is on this newly created ground. In short term, it can be manipulated or managed but for longer term only the end to end integrity will help the real winners.

Technical security needs or requirements are reasonably better defined and are usually evolving as standards or pre-requisite for doing the business. This part is easy to check and easy to validate. For example, is the portal encrypted? Is it using verified payment gateway?
Functional security needs are bit trickier as they are derived around the business practices. For example access rights, secure access, multi-level information flow (email, SMS, history etc), alerts, clean information, User Awareness, fine tuning of technical levers to suit business etc.

Perceptional security needs are far broader and open ended, which keeps the ecosystem very dynamic and open of new innovation/players. It leverages key elements of aspects, which surprisingly are growing with amazing pace as the social space become’s widespread (and eventually mature).

It starts with user experience research for improving personalized experience, recommendations, workflow refinement and can go up to selling the data to interested businesses as well as for fraudsters.

Then comes social platforms, blogs, feedback/review sites, semantic online footprints etc. These are used as tools for awareness, public endorsement, credibility, trust building, conformity etc. Over this layer, come the new age techniques for marketing which can be used for managing & manipulating the perception. It is interesting to see that how in long run such manipulations do not sustain.

At the end, it is cumulative awareness of users as community member, who counters the security issues created, injected or arised, which are build on top of complex matrix of technical and functional requirements catered or missed by the ecommerce market players.

**Keywords:** Customer Loyalty, Security, Ecommerce, Online, User Perception
ORAL PRESENTATION

A Study of Consumer Perception towards E-Commerce

Dr. Tapasya Julka Malhotra
Assistant Professor, Department of Business Administration,

Abstract

The expansion of internet usage has become one of the significant marketing channels. Corporate managers need to focus on consumer perception of improving the security and privacy to increase the trust. In present dynamic business environment, e-commerce portals are playing a significant role in on line business. Security, privacy and trust are the major issues concerned at the time of on line business. Through this study researcher want to discuss the responses of those respondents who gave utmost priority to above mentioned points. To examine the selected issues 100 questionnaires dispersed among online consumers of Jaipur city. Random sampling was used to fill the questionnaires from respondents. Finally Chi square analysis was used on data in order to test hypothesizes.

Keywords: Consumer Perception, Risk, Security, Trust.

Introduction

E-commerce creates an indirect access of the business products and services to customers who intend to buy just sitting at one place. This can be said as a more relaxed way of shopping (Akther, 2004). The substance of consumer perceptions on security in e- portals has been studied by many researchers and practitioners keeping in view different perspectives such as social, economic, institutional, ethical, organizational, managerial, and technological approaches. It is observed that based on the experience online consumer consciously or subconsciously investigate the security levels provided online and decide to continue transactions with that particular firm. The e-commerce encourages open communications and offers a virtual interactive environment where the suppliers and customers can exchange information and products (Gunasekaran and Nagai, 2005). Magee (2003) stated that the growth
of e-shopper is more than the growth in Internet users, it indicating that more Internet users are becoming comfortable to shop online.

Objectives

- To study the consumer perception towards e-commerce in reference to security, privacy and trust.
- To explore the factors affecting consumer perceptions towards e-commerce in selected area.

Review of Literature

According to Vesterby and Chabert (2001) Internet make is easier for companies to provide the information about their products or services to their existing and potential customers. Chau et al. (2000) examined the effects of presentation mode, search engines, and navigation structure of product items on the adoption of internet shopping. Smith and Rupp (2003) also state that the consumers have never had access to so many suppliers and product/service opinions. Dahiya (2012) stated a study of consumers in India and the study found that On-line shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping in the world. Most of the companies are running their on-line portals to sell their products/services on-line.

Hypothesis

A consumer’s perceived security, privacy and trust of online transaction positively contributes to his/her trust in online transaction.

Methodology

Study location: Respondents were selected from Jaipur city because it is convenient for the researcher and accessibility and coverage is enough.

The Study: The present study is an exploratory research by means of primary data analysis in which an attempt has been made to identify the responses of respondents towards e-business.

The Sample: The sample of the study constituted of 100 respondents located at Jaipur city. The respondents were drawn from different occupational categories, education, age, gender or ethnic categories.
**Instrument and Pre-testing:** The main instrument for this study was a questionnaire. This pre-test is involved 10 respondents in order to ensure that the questions are understandable by the actual respondents.

**Findings**

Out of the 100 respondents, 97% report that they frequently use internet while the remaining 3% rarely use internet. Many respondents did not have experience in online purchases and they were asked about the possibility of their willingness to make online purchases in near future. About 53% are not willing to purchase in the near future and about 18% are willing to make online purchases in future. Furthermore, the respondents who are not willing to purchase online in the near future were asked about the reason(s) for that. Main reason (38%) was given to be the concern on security and privacy of their personal data, followed by lack of interaction (about 32%) and cannot feel product. All the respondents were also asked about their opinion on credit card security for online purchases. More than fifty percent of the respondents (about 58%) believe that the use of credit card for online purchases is not safe, while about 12% believe somewhat safe. About 8% of the respondents are indifferent on online credit card security and the remaining respondents are not sure about this. Researcher separately asked the questions regarding security, privacy and trust. Responses of respondents towards on line business are still not so much impressive. By using chi square analysis it is also proved and hypothesis was also rejected. Respondents are still in dilemma for on line shopping. Respondents who are involved in such type of shopping they have also restricted themselves for very limited products.

**Conclusion and Recommendations**

Through this study it is already mentioned that security, privacy and trust are the major issues which can reduce and or increase long term association with consumer. It is significant to pay attention to consumers’ risk concern on e-commerce transactions. Results also indicate that there is a poor correlation between perceived security and perceived privacy with consumers’ trust. This may be because consumers get used to the Internet and to the techniques that can be used to protect themselves online, the security and privacy are becoming less sensitive matters over as time.

This study might contribute not only to a better understanding the role of selected factors in online consumer purchasing decisions but also this study provides e-retailer’s standpoint such the effectively manage and recommendations. Although, e-retailers should keep in mind that consumer behaviour might change in time to time especially in online market so the e-retailer
E-commerce and its interface with various laws in India

Prateek Deol
Asst. Professor, Law Amity University, Jiapur

Introduction

In this 21st Century of Information Technology people from all over the world are interested in transacting more in online mode because of the ease involved. However, this gives birth to a wide array of issues that needs to be addressed. One of which is the law because doing such online business involves a lot of legal aspects. The author in the paper wants to highlight the interface of e-commerce and various laws in India.

Surprisingly till date there exists no legal definition of the same under any law. However, the same is defined under the FDI Policy of 2014 as given by the DIPP of Ministry of Commerce & Industry, Government of India as “activities of buying and selling by a company through the e-commerce platform”

Various E-Commerce Models

Generally it is used in the sense of denoting a method of conducting business through electronic means instead of conventional physical means. Such electronic means include ‘click & buy’ methods using computers as well as ‘m-commerce’ which uses different mobiles or smart phones to transact. This terminology takes into account not only the act of buying goods and services or availing goods or services through an online platform but all the other activities which are related with any other transaction such as:

- Delivery,
- Payment facilitation,
- Supply chain and service management.

The Government of India on 30th March 2016 allowed 100% foreign direct investment (FDI) in the online retailing of goods and services under a new model called as “marketplace model”

should investigate the consumer behavior accordingly and adapt the products and services to serve as the customer requirements.
through the automatic route, to legitimize businesses of e-commerce companies operating in India. Marketplaces essentially act as a platform connecting sellers and buyers.

There are various business models which exist in e-commerce such as: -

1) B2B- it’s full form is business to business model under which e- transactions happen between two business personals.

2) B2C- it’s full form is business to customer model under which e- transactions takes place between business personal and customer.

3) C2C: it’s full form is Customer to customer. Conventionally customers had been dealing with other customers. But, with the advent of e-commerce even the strangers are brought together and are provided with a platform to trade. For instance, online portals such as eBay and quikr help consumers to deal with other consumers.

4) C2B: it’s full form is consumer to business. It’s relatively a new trend in commerce and it is the reverse of traditional models of commerce. In this model consumers (i.e. individuals) provide a set of services/goods to businesses and they create value for the businesses. Such types of transactions can be seen in the online forums where the consumers give the ideas to develop product or they provide reviews with regard to a product.

5) B2B2C: In this business model there is an additional intermediary business which assists the first business and it transacts with the end consumers/customers. Such a model is more successful in the online or e-commerce as it reduces costs of intermediary also. For example, Flipkart, which provides the best e-commerce online portals to consumers to buy a wide range of goods such as, electronic goods, apparels, books and music CDs.

Interface of E-Commerce & Various Laws

It is noteworthy that till date there exists no direct law in this regard. However, this field of business has involvement with a variety of laws such as Company Law, Consumer Protection Act, 1986; Indian Contract Act, 1872; Indian Penal Code, 1860; Information Technology Act, 2000; Intellectual Property Law, Taxation Law.

Company Law- It is noteworthy that laws regarding e-commerce are still evolving in India. And, this has created some sort of confusion among e-commerce entrepreneurs in India. There are some examples wherein people have opened e-commerce outlets through websites on the other hand still there are people who are looking for a more appropriate and legal way to run an e-commerce business in India. In addition to this there are many legal requirements which a person has to fulfill in order to open up an e-commerce activity in India. It is at the option of
the person as to how does one want to do business. He has the following ways in which he can do business such as:

(1) Sole Proprietorship.
(2) Partnership.
(3) Company – Public/Private.
(4) Limited Liability Partnerships (LLP).

Most of the people try to do an e-commerce business as a private company. In order to form a private company one needs to have the company’s name, address of the registered office, 2 directors having Director Identification Numbers, a minimum authorized capital of Rs. 1 Lakh, MOA & AOA of the company, DSC’s (if applicable). Only after fulfilling these conditions once company can be registered and moreover the certificate of registration is sent by post to the person concerned. In case the company happens to be a private company then it has to comply with the tax laws also such as having a PAN, TAN, TIN, VAT registration. Sometimes they are required to comply with the labour laws also.

For example, under the Shops and Establishments Act it is mandatory that the shop should be registered within thirty days of commencement of work. The Act also lays down the rights and obligations of both the employers and employees. It also includes other areas such as employees provident fund, employees state insurance, etc.

Consumer Protection Law- In India the Consumer Protection Act 1986 governs the relationship between consumers and service/goods providers. In India till date there is no specific legislation which governs the issue of online transactions. Accountability under the Consumer Protection Act arises when there is any “deficiency in service” or “defect in goods” or occurrence of “unfair trade practice”. This Act categorically excludes any service that is free of charge.

A. If an online platform is not charging the users, the Consumer Protection Act may not apply.

B. If real sales take place on the online platform, then the users will be considered ‘consumers’ under the Consumer Protection Act and its provision will apply to the sale of products by the online platform.

Indian Contract Act, 1872- there are various ways in which a contract is concluded in online transactions. They are classified into 3 categories:

1) Click Wrap Agreement- in such types of contracts the confirmation of the party to contract is taken by way of clicking on “I Accept” tab. Also typically there comes a scroll box
which allows the contracting party to the contract to read the terms and conditions of the contract.

2) Browse Wrap Agreement- under such types of agreement contracting party is made to follow the terms and conditions of the contract by the mere browsing or usage of the website.

3) Shrink Wrap Agreement- such types of contracts are not directly connected with e-commerce but, they are relevant to our discussion because of the kinds of goods involved in such e-contracts. In shrink-wrap agreements the contracting party is allowed to read the terms and conditions of the contract only after the party have opened the box containing the product.

Indian Penal Code, 1860- Under the criminal law of India it is provided that “any person who is liable, by any Indian law, to be tried for an offence committed beyond India shall be dealt with according to the provisions of the IPC for any act committed beyond India in the same manner as if such act had been committed within India.” The philosophy of law in India on the issue of e-commerce and jurisdiction seems to be in a developing state. However in some cases Indian courts did assume jurisdiction over the matter in preliminary stages. For example in the case of SMC Pneumatics (India) Pvt. Ltd. v. Jogesh Kwatra, the High Court of Delhi did assume the jurisdiction where the matter was related to a corporate entity’s reputation, which was being defamed through e-mails.

Information Technology Law- interface of E-Commerce and Information Technology Law can be understood from the recent Bangladesh Bank cyber fiasco, which costed bank a great amount of money. While, the Government of Bangladesh is putting blame on SWIFT for the loss but, SWIFT highlighted that this occurred due to insufficient cyber security on bank’s part. Only after a detailed cyber forensics and cyber crime investigation report the truth can be ascertained in this regard.

Cyber attacks are a constant source of refined cyber related problems for banks and many other business entities around the world. Indian Banks also are not sufficiently equipped to deal with such cyber attacks and thus they are quite prone to cyber crimes. Many a times such attacks are detected after many years of such activities.

Intellectual Property Law- artistic works, designs, inventions, literary works and trademarks were a part of early intellectual property law. Ideally any e-commerce business would be concerned about the following main forms of intellectual property protection such as:
I. Copyright- such protection is given for protecting the content, design, software’s underlying the online portals and the content which is transmitted over such online forums.

II. Trademark- it is provided in order to protect words, logos or taglines with which any person is able to identify the e-commerce portals. While safeguarding one’s own trademark it is one’s duty to protect other businesses trademarks if he sells or markets other brands on their portals.

III. Patent- it is provided in order to protect the utility of the software and the methods which are involved in such e-commerce transactions. In India under the Patents Act, 1970 no patent protection is given for computer programs per se and therefore there is a need to look for alternative ways to protect software’s in India.

It is noteworthy that nowadays there is online trading of songs, movies, lyrics etc happening and there are online buyers available from the globe who is buying the same. And, this involves interface between Intellectual Property Law and E-Commerce.

Taxation Law- the laws relating to e-commerce are now in pipeline. They are coming at a time when the finance ministry is trying to find the ways to tax e-commerce activities. Such activities involve a wide range of activities such as downloading of songs, movies and books, online consumption of news, software downloads and online sale of goods and services. In e-commerce taxes like income, customs, sales and central excise are involved. In the absence of any law and scheme in this regard the difficulty that arises is how to catch these persons who are trading online and also how to impose tax as these are borderless transactions that are taking place.

Thus from the abovementioned discussion it can be inferred that transacting online is not without legal implications. E-commerce involves interface of so many laws in any online transaction. However, awareness amongst persons involved in e-commerce is low in this regard and if it is properly imparted it can save them from a lot of legal and financial complications.

Reference:
1. Para 6.2.16.2.1 of the Consolidated FDI Policy 2014
Consequences of Online Trading in Present Scenario

Dr. Rita Jain
HOD Dept. of BBA, Associate Professor ABST S.S.Jain Subodh P.G. College, Jaipur

Introduction

Years ago, before the digital era, if anybody wanted to trade on the stock market, had to hire a personal broker. A broker is someone who is licensed and trained to bid in the stock market on behalf of anybody and explain to you the pros and cons of buying a particular stock, mutual fund or bond. Brokers are professionals who substantially mitigate risk with investing. However, brokers also create a barrier to entry to the stock market, whereas pretty much anyone can trade online right away. The web service has been used to do online trading serves as a broker to all who use it.

The act or practice of buying and selling securities over the internet is known as online security trading. During online trading an investor makes a order to a broker online, the broker then executes the order through the ordinary means. It starts in 1990s and afterwards become more popular because of
Opportunities and Challenges in e-commerce and Digital Marketing

more service options were there it is different from electronic trading. On online orders executed immediately, while the makers are open, a person has the option of placing orders at own convenience outside normal trading hours.

Objectives of Online Security Trading

A securities market is a system of interconnection between all participants (professional and nonprofessional) that provide effective conditions:

- To attract new capital by means of issuance new security (securitization of debt),
- To transfer real asset into financial asset,
- To invest money for short or long term periods with the aim of deriving profitability.
- commercial function (to derive profit from operation on this market)
- To determine price
- To provide informative function (market provides all participants with market information about participants and traded instruments)
- To Transfer of ownership.

Consequences of Online Security Trading

Online trading has largely torn down the barriers to entry for bidding in the stock market. This is both a good and bad thing. Those with no investment experience can get into serious trouble if they leap before they look. The
stock market is inherently volatile, and we really need to know what we are doing to avoid losing money on our investments..

Regardless of trading, there’s always risk online and offline. The following list outlines the advantages and disadvantages of online trading. Benefits of Online Security Trading

Online trading offers unique benefits. To better determine if this is the right investment strategy some of the advantages are:

1. **Low Fees**

One of the clearest advantages of online trading is the reduction in transaction costs and high fees associated with traditional brick-and-mortar brokerage firms. As, personal brokers charge high fees. Broker's fees vary greatly depending on their level of expertise and years of experience. However, brokers provide a personalized, client-based service similar to the way many lawyers operate, so fees will be substantial. The better the personal broker is, the more fee. Web-based trading platforms charge a mere fraction of what personal brokers charge their clients and online trading can lead to higher returns.

2. **24/7 Trading**

The stock market is ever changing, and with online trading, one can place his or her bids anytime, anywhere. There is usually some lag time when using a personal broker.

3. **No Financial Minimums**
Personal brokers usually prefer to work with clients who have several thousands of dollars to invest. For those of us who do not have that kind of cash lying around, online trading is great. One can start buying penny stocks with less than $100.

4. More Control and Flexibility

Time is often of the essence when trade stocks, so the speed of using online trading portals is a benefit to many investors. With online trading, you can execute a trade almost immediately.

Traditional brick-and-mortar brokers might require appointments, either online, over the phone or in person, just to initiate a trade. The time involved in such transactions is an inconvenience in the best of circumstances and can actually cost in the worst scenarios.

5. Ability to Avoid Brokerage Bias

By taking trading into own hands, one can eliminate brokerage bias. Bias sometimes occurs when a broker gives financial advice that benefits the broker – such as in the form of a commission for selling specific mutual funds and other products. This kind of biased advice can be troublesome for any investor and might even lead to investment decisions that are good for the broker but bad for that person. One can avoid ethically questionable, biased broker advice by using online trading, which lets invest without having to get advice from a broker.

6. Access to Online Tools
In the world of online trading, a lower cost does not necessarily mean a shoddy product. Many of today’s online trading companies offer customers an impressive suite of tools to help optimize trades.

For example, sites such as TradeKing, Interactive Brokers and Motif offer a robust selection of tools designed to give customers immediate access to valuable information, including interactive investment performance charts.

7. Option to Monitor Investments in Real Time
Many online trading sites offer stock quotes and trade information that make it easy for people to see how their investments are doing in real time.

Companies such as Scottrade and TradeKing, for example, offer customers access to streaming data. We get real-time quotes, stock market news and more. For some traders, this one-stop, at-a-glance convenience trumps picking up the phone and calling a live broker, turning on the television, or even going to a different website to get market information.

Disadvantages of Online Security Trading
Now days the most enticing features online trading has to offer, take a look at some of the disadvantages one have to know the negative aspects of online trading so, determine if it’s a strategy that will truly fit to our needs and style.

1. Easier to Invest Too Much Too Fast
Because online trading is so easy – basically only push a button – there is the risk of making poor investment choices or overinvesting.

The Securities and Exchange Commission warns investors that although it takes just a nanosecond to make a trade, real investment decisions require time. Investors who are not used to fast-moving markets can get caught up in the excitement. Before they know what hit them, they can end up losing a lot of money.

Online investors can protect themselves by understanding the stocks they are buying and setting up safeguards in fast-paced markets. Placing a limit order on an account is one way to control what you buy and how much of it. Order limits allow to set a specific price at which a stock will purchased.

2. No Personal Relationships with Brokers

By and large, online traders are on their own. They don’t have a broker to help them navigate the uncertain waters of the stock market. From getting help on how to create an investment strategy to understanding how the results of feedback mechanisms affect the market, online traders are left to their own devices. For some, this kind of autonomy can be unsettling. Experts often stress the importance of research, particularly for new traders. One need to learn as much as can about the companies in which one is going to invest.

SEC filings are a great place to start. Public companies are required to submit detailed information to the SEC on a regular basis, including details about company finances, potential conflicts and risk factors. The public can access this information online.
3. Addictive Nature

Trading stocks can be like gambling for some people. The trader speculates on the result of something – such as a company’s performance – and then bets money that the speculation will be correct. Online traders can experience a certain high when trading that is similar to what people experience when gambling, according to a recent study on excessive trading published in the journal Addictive Behaviours.

4. Internet-Dependent

The nature of online trading means that, ultimately, at the mercy of internet connection. If the internet connection is too slow or is interrupted, can lose out on a potentially important or lucrative trade.

The SEC recommends investors have a backup plan in case they are cut off from the internet. Find out if online trading firm has alternatives to making trades on the internet. Many firms allow customers to use a touch-tone phone ordering system, and others even provide live brokers to take orders.

5. Buying Errors Due to Computer Missteps

With online trading, to simply assume a trade was not completed can charge money. Investors who believe their trade was not completed might make the trade again and end up investing twice as much as they intended. Check with broker about how to verify cancelled trades. The SEC warns that simply receiving an electronic cancellation receipt is not necessarily sufficient evidence that the trade was actually cancelled. Assuming a trade was
completed without seeing confirmation of the fact also is a mistake. Make sure understand how to verify trades and review statements before begin using an online investing system.

**Conclusion**

A securities market is used in an economy to attract new capital, transfer real assets in financial assets, determine price which will balance demand and supply and provide a means to invest money both short and long term. Online security trading is becoming increasingly popular as it brings convenience, simplicity and speed to consumers. Common techniques deployed by fraudsters today to obtain login credentials for users. Regardless of the method employed, fraud is a global phenomenon that is constantly evolving in order to exploit security gaps. It also possesses a migratory nature, targeting countries which have less sophisticated security infrastructure. As there are so many problems and disadvantages while using online security trading but in present scenario e-business is moving upward regularly. There are so many reasons behind this as discussed above so we cannot ignore the utility and importance of online security trading.

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6. www.sebi.com

Impact of Corporate Social Responsibility on e-commerce in India

Raja Bhoj Sharma* and Amita Choudhary**

Research Scholar, University of Rajasthan, Jaipur

ABSTRACT

Over the last few years an increasing number of companies worldwide started promoting their business through corporate social responsibility strategies because the customer, the public and the investors expect them to act sustainable as responsible. The web environment is quite different from that of the traditional businesses. The very nature of e-business necessitates the need for things to be viewed from a different perspective. An important contemplation is whether ethics needs to be considered, and if so, the
development and implementation of policies that would support that need should be explored. The rapid spread of e-commerce has created tremendous opportunities for economic efficiency and customer choice. Use of the global Internet computer network for ecommerce activities provides some advantages to the consumers on their daily life. On the other hand Internet represents a new environment for unethical behavior. While e-commerce has witnessed extensive growth in last decade, consumers concerns regarding ethical issues also continue to increase. Even many consumers and businesses are reveling in e-commerce; consumer problems related to online selling and purchasing become the dark side of the issue. This article studies the concepts of companies benefit from the corporate social responsibility strategies. It reviews some of the special drives pushing business towards CSR strategies, a key challenge facing business is the need for more reliable indicators of progress in the field of CSR along with the dimensions of CSR strategies.

This article has been divided into four sections. The first section deals with the introduction, including the need for study. The second section covers an overview of corporate social responsibility, E-commerce and the brief review of literature. The section three covers the position of E-commerce in India. Fourth section included conclusion of the study.

**KEYWORDS :** Corporate Social responsibility, E-commerce

**INTRODUCTION**

Since its inception, e-commerce has grown steadily and is now an integral part of day-to-day business activities. In line with its growing importance, e-commerce is expected to operate in an ethical and socially responsible
manner. It is therefore important for us to understand the ethical as well as social responsibility issues facing e-commerce, especially in the India e-commerce context, where little if any research of this nature has been carried out to date.

The main objective of the study is to identify the ethical problems and issues related to e-commerce.

1. To discover the major ethical and social issues in E-Commerce.

2. To find out the major threats in E-Commerce.

3. To give a better understanding on how businesses and consumers can be safe from online threats.

**Definition of E-Commerce**

Electronic commerce (E-commerce) has been defined in various ways. For instance, Zwass (1996) defined e-commerce as “the sharing of business information, maintaining business relationships, and conducting business transactions by means of telecommunications networks.” Payne (2003) defined electronic commerce as “the exchange of information, conduct of buying and selling, logistics, or other organisational management activities across electronic networks within an organisation, between businesses (B2B), between businesses and consumers (B2C), or between the public and private sectors (B2G), whether paid or unpaid.

**E-Commerce in India**

As recently the e-commerce industry has attracted of government officials, it seems like India may soon have a legal functioning of the industry. If this actually materializes, the government should also consider the possibility of e-
commerce doing its share for society. Online marketplaces that more inclusive and that donate for good causes should be given tax incentives and public recognition.

**Ethics in E-Commerce**

Behaving ethically is often practical because most of the time we are honest, we keep our promises, we do not steal, and we do our jobs. Therefore, behaving ethically, in personal or professional sphere, is usually not a burden. In business context, doing well ethically corresponds closely with good business in the sense that ethically developed products are more likely to please consumers. A professional can cause great harm through dishonesty, carelessness, or incompetence. E-Commerce security is plagued with ethical issues on responsibility. Responsibility is a key element of ethical action. Responsibility means that you accept the potential costs, duties, and obligations for the decisions you make.

These basic concepts form the underpinning of an ethical analysis of information systems and those who manage them. First, information technologies are filtered through social institutions, organizations, and individuals. Second, Responsibility for the consequences of technology falls clearly on the institutions, organizations, and individual managers who choose to use the technology. Third, in an ethical, political society, individuals and others can recover damages done to them through a set of laws characterized by due process.

**Definition of Corporate Social Responsibility**

Corporate social responsibility is a concept whereby companies not only consider their profitability and growth, but also the interests of society and the environment by taking responsibility for the impact of their activities on stakeholders, environment, consumers, employees, communities, and all other members of the public sphere. The basic premise is that when the corporations get bigger in size, apart from the economic responsibility of earning profits, there are many other responsibilities attached to them which are more of non-financial in nature.

**Current State of CSR in India:**
In India every company—private or public, beyond the threshold specified limit is required to constitute CSR committee:

The board of every company referred above shall ensure that the company spends, in every financial year, at least **2% of the net profit** of the company made during the three immediately preceding financial years in pursuance of its CSR policy.

**Composition of CSR Committee:** - The CSR committee shall consist of three or more directors, out of which one shall be an independent director.

**CSR Policy:** - The CSR policy of the company shall specify that the surplus arising out of the CSR project or programs or activities shall not form part of business profit of a company.

**CSR Expenditure:** - Fund allocation for CSR initiative acts as a catalyst for the development of the organizations. Expenditure in CSR is not expenditure but an investment in future sustainability.

**CONCLUSION**

Though e-commerce in India is in its formative stages of development, its extraordinary growth over the past years is a clear indication of its enormous potential for conducting business. These new opportunities, however, come accompanied with a large number of concerns and questions that need to be resolved. This article has discussed some of the challenges that face e-commerce consumers, organizations and policy makers in India along two dimensions—ethical and social. It outlines a number of managerial and policy implications that will have to be taken into consideration going forward.
Corporate social responsibility is nothing but what an organization does, to positively influence the society in which it exists. It could take the form of community, relationship, volunteer assistance programmers, special scholarship and preservation of cultural heritage and beautification of cities. CSR is the continuing commitment by business to behave ethically and contribute to the economic development while improving the quality of life of the workforce and their families as well as of the local community and the society at large. From an ethical perspective, the government has done well in enacting the new legislation that upholds consumer online privacy. On their part, e-commerce companies will need to develop and adopt a set of industry standards to protect consumer privacy as a way of supplementing the formal legal obligations. Consumers also need protection against fraudulent, misleading and unfair business practices, and, when things go wrong, to be able to gain redress. Equally, companies need to protect themselves in areas of data integrity, confidentiality, and authenticity of data. It will be necessary to periodically review the regulatory framework so that consumers have effective protection when engaging in electronic commerce. Further, e-commerce businesses can build trust at an individual level by implementing good practices, which are underpinned by clear social expectations and legal obligations that are enforceable. The government can also play a role in content generation by putting more information and services online. Further, it can enforce regulations that prohibit the distribution or dissemination of certain “illegal” content in order to protect vulnerable members of society such as children on the Internet.

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Opportunities and challenges in e-commerce and digital marketing

V.K. Gupta, Poonam

1Associate Professor, Department of EAFM, University of Rajasthan, Jaipur
2Research Scholar, Department of EAFM, University of Rajasthan, Jaipur

ABSTRACT

In last few years, usages of internet fastest growing technology. Internet networks today have changed the entire scenario. Organizations today have are developing new relationship with customers, distributors, suppliers and partners. The term electronic commerce has been used for
describing a variety of market transactions. E-commerce connected the people to a new interactive market place for buying and selling. E-commerce help to business organizations by providing right customers/audience for their goods and services whom providing by them. Digital marketing makes easy to business by its opportunities for retail seller, companies, wholesalers, business to business seller, and distributors. The scope of e-commerce is deemed to be broad in scope it does not only use to promote marketing but also helps in marketing as well through email and wireless media. Here we analyzed the opportunities and challenges of e-commerce and digital marketing.

**KEYWORDS:** E-commerce adoption, E – commerce in India, E-commerce literature review in India, E-commerce research agenda.

**INTRODUCTION**

E-commerce utilizes electronic network to implement daily economic activities such as pricing, contracting, payments and in some case even the shipment and delivery of good and services. E-commerce is a network to effective and efficient interaction among business organization, intermediaries, sellers and consumers. It involves a variety of processes such as information exchange, identification of items or services, price comparisons buying, payment, delivery, customer supports, marketing feedback and research designs, manufacturing of new products and their distribution.

The customers find out every type goods and services at one place (online). It makes easy to business for organization and customers. Customers select their goods and services, what they want or can consume, by online. They find out good and service by comparison, than payment. Its most advantages for consumers that there are no any pressure for buy the goods and services. People can buy goods with a click without moving out of their house or office. Some online services are like banking, ticketing, bills payment, tour, flight, bus, railways, shopping. Digital marketing is a marketing of products and services using digital technologies mainly on the internet, but also including mobile phones, display advertising and any other digital medium. E-commerce is the activities of digital marketing. Digital marketing not only internet channels but also non- internet channels that provide digital media, such as mobile phones (SMS and MMS), call back and hold-on mobile ring tone.

**Opportunities:**

- Retail seller on the internet can sell high-quality, specialized products that appeal to an audience of affluent, well-educated, and well performed people.
Companies that sell their goods through catalog and 1-800 numbers can expand their reach to additional global customers at a low marginal cost.

Wholesaler, distributors or service providers can sell to business that have embraced e-commerce and that demand the convenience and efficiencies of buying from a website.

Business-to-business sellers, the majority of whose customer base is already on the internet, can build a closer relationship, electronically.

Businesses that configure products to customers measurements or specifications (custom-tailored garment, configured PCs, food shopping and delivery services)

Challenges:

Demands may be made by customers, creating a marketing imperative customer convenience in term of location, time (extended hours, up to and including 24*7 services), and life style.

The man machine interface on mobile phone is currently sub-optimal and difficult for mass market users to manipulate – a smart card on its own could be a better platform for non-cash payment.

The scalability of e-commerce is questionable-initiative that link wireless and IT system tend to be custom developments on a project by project basis.

To get people to come on an e-Commerce site and make a purchase involves heavy cost due to branding and marketing. This cost is significant and can be brought down to cost per customer, if the volumes permit to do so.

LITERATURE REVIEW

The following studies are reviewed in the following section. Arvin Panagariya (2000) reported that access to e-commerce, which in the WTO pariance often means access to e-exports, has two components that must be distinguished sharply. Access to Internet services and access to services that can be traded electronically. The former deals with to access to Internet infrastructure while the latter relates to specific commitments in electronically tradable services. Ecommerce offers unprecedented opportunities to both developing and developed countries. In the short run, the gain are likely to be concentrated in developed countries have more to benefit. This is because, in the short run, developing countries lack the infrastructure necessary to take full advantage of Internet. For many countries, especially developing ones in these countries, most consumers do not have computers or Internet access. A likely scenario,
therefore, is one in which a handful of independent entrepreneurs will receive the product by Internet, convert it into physical form such as CDs and sell the latter to consumers. But this activity may itself be costly using up real resources. Buy in the long run. They can Leapfrog, skipping some of the stages in the development of Information Technology through which developed countries have had to pass. Elizabeth Goldsmith and Sue L.T. McGregor (2000) analyzed the impact of e-commerce on consumers, public policy, business and education. A discussion of public policy initiatives, research questions and ideas for future research are given. 50 Diana Oblinger (2001) reported that one is that education and continuous learning have become so vital in all societies that the demands for distance and open learning will increase. As the availability of the Internet expands as computing devices become more affordable and an energy requirements and form factors shrink, elearning will become more popular. In addition to the importance of life long learning, distance education and e-learning will grow in popularity because convenience and flexibility are more important decision criteria than ever before. E-learning will become widely accepted because exposure to the Internet and e-learning often begins in the primary grades, thus making more students familiar and comfortable with online learning. In fact, for many countries, distance education has been the most viable solution for providing education to hundreds of thousands of students. Jackie Gilbert Bette Ann Stead (2001) reviewed the incredible growth of electronic commerce (e-commerce) and presented ethical issues that have emerged. Security concerns, spamming, websites that do not carry an “advertising” label, cyber squatters, online marketing to children, conflicts of interest, manufacturers competing with intermediaries online and “dinosaurs” were discussed. Patric Barwise (2001) reported that probability 99% of e-commerce today is done using PCs either desktops or Laptops. For B2B e-commerce this is unlikely to change for B2C e-commerce however, things will be more complex, there will be wider range of relevant media including interactive digital TV and a range of mobile 51 and wireless service there will be huge difference between different consumers ownership of equipment and access technology. Some will have broadband access and others have no digital communication at all. Young jun choi and chung suk suh (2005), examined that overcoming spatial barriers by means of a market places lower the price level. The Economic consequences of the death of geographical distance due to the emergence of e-market places. Dr. S.Hariharaputhiran (2012) reported that in order to increase consumer adoption of e-services, the sources of consumer confusion, identified, understood and alleviated. While many companies, organizations and communities in India are beginning to take advantage of the potential of e-commerce, critical challenges remain to be overcome before e-commerce would become an asset for common people. Niharika, Satinder (2015) reported that the development of internet marketing and social media advertising has led to example of business in recent years that appear to title more than
categories consumers in the country can now truly expect a well streamlined, efficient and world-class shopping experience supported by the best technology.

RESULT AND DISCUSSION:

After analysis of digital marketing the result come out that Advantage of digital marketing is that consumers are exposed to the brand and the product that is being advertised directly. To clarify the advertisement is easy to access as well it can be accessed any time any place. As digital marketing continues to grow and develop, brands take great advantage of using technology. The Internet as a successful way to communicate with its clients and allows them to increase the reach of who they can interact with and how they go about doing so.

CONCLUSION:

E-commerce provides an e-market place for business, and serves as an information agent that provides buyers and sellers with information on product and other participants in the market. By using digital marketing people can consume services with fully satisfaction from different service providers. So every business organization which used e-marketing tried to give fully satisfaction to their customers by new innovation time to time.

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An Evaluation of Role of Child Welfare Services Rendered by Selective NGOs for Development of Children in Rajasthan

Swati Agarwal

Research Scholar, Department of EAFM, University of Rajasthan, Jaipur

ABSTRACT

This paper emphasizes on the role of selective NGOs in children welfare. It is an evaluative study to ascertain that to what extent NGOs are effective in overall growth of children. It constitutes the study of welfare services provided by the Selective NGOs to children in Rajasthan like: - health-care, sanitation, education etc. Role of NGOs in Rajasthan has a long history which gives a preview of showing its voluntary action towards the development of nation in terms of tradition to help others who are in trouble. With the aim of welfare and development India has undergone many evolutionary changes since its independence especially in the development of children. Emphasis was mainly on conducting the development programmers at various levels to groom the people in the best possible way. But in the last few decades the limitations and the constraints being imposed by the government on such organizations has led to the increasing role and popularity of NGO. It gave rise to such bodies to run their work with no hindrance from government. Through this NGO got an ample opportunity to work and grow in an environment where they get greater autonomy. As since last two decades NGOs are working voluntarily, this has led to an increased productivity and greater co-operation towards the nation-building process.

KEYWORDS: - Development, Health-care, Sanitation, Education, Autonomy, Productivity

INTRODUCTION

NGOs are basically a wide group of organizations which serves in the diverse fields ranging from an individual level to the national level i.e., some of the NGOs focus on human development while other on national development. In the Research study mainly four NGOs have been selected to evaluate their role in serving the children. It includes Jan Kala Sahitya Manch Sansthan, Surman Sansthan, Samartha Seva Nyas, Bal Vikas Kendra, Bapu Basti.
CONCEPTUAL FRAMEWORK

In Rajasthan it is very essential to have internal check and control on Child exploitation as if today children are not protected then in future the nation would be in threat. The causes and consequences of poverty, education and training are necessary to assess. Proper welfare programmes should be organized and implemented so as to overcome this major problem. At the same time, programmes on education, child development and an effective training must be integrated with other programmes so as to effectively remove children from hazardous work. This constitutes measures which focuses on issues like poverty, underdevelopment, malnutrition, health –care and social justice. The factors like poverty compels parent to send their children to work. Measures on such issues need to be addressed. In Rajasthan the way a society organizes the community difference also act as an obstacle for children and forces them to engage in child labour.

OBJECTIVES

- Services focusing on child wellbeing and protection concerns through referral, reporting and service delivery
- Inform children and young people of their rights to be protected from abuse or neglect and of the avenues for support available to them
- Provide care and support services to children, young people and their families
- Promote the safety, welfare and wellbeing of children and young people in their agency

ISSUES AND CHALLENGES

The Government of Rajasthan is committed to tackling urgent issues concerning children—the future of the nation. Some of the major issues confronting the state are high children exploitation rate, a large number of children in Labour, particularly in the cotton industry, girls being married before the age of 18 and becoming pregnant soon after, putting the lives of both mother and child at risk.

Malnutrition is pervasive across all age groups, especially among the girl child. The study will be largely move around the demonstration of models of empowerment children for generation of demands, strengthened local self-governance, and improved coverage and quality of basic services to children. Rajasthan is still considered in the major dilemma of lacking in children welfare. Although, the state is home to a number of large cities, most people live in rural areas, farming and herding as they have for centuries, but still it is ranking high in child exploitation rate.
In Rajasthan, more than one third of children younger than three are underweight, and almost 80 per cent are anemic. Malnutrition is one of the major causes of morbidity among young children in the state. The number of children in Rajasthan who has been fully immunized against common childhood diseases such as tuberculosis, polio and diphtheria is very low and barely a third of children who suffer serious bouts of diarrhea receive life-saving oral rehydration treatment. School dropout rates are high and the number of working children is increasing.

CONCLUSION

Thus it can be concluded that children need to be focused for their well-being. NGOs are working on children development to a greater extent by providing different services for their growth. Efforts should be also be made more towards their mental, social, physical develop so that they can excel. It is much needed that each and every child should be getting education, nutrition, sanitation, health-care facilities. For this more and more workshops should be organised by the NGOs.

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Internet Marketing in India: Innumerable challenges and Myriad opportunities

GAURAV SHUKLA
BBA V Semester, University Commerce College, UOR, Jaipur

ABSTRACT

This paper is outcome of review of various research studies carried out on Internet Marketing. Today, E-marketing is one of the most emerging technologies in IT and E-Commerce sector that plays asignificant role in the daily life of human being. E-marketing is also referred to as Internet marketing (IM), online marketing or web-marketing, means using the internet to market and sell goods and services. E- Marketing helps to find out the right audience to whom goods and services are to be provided by the business organizations. It consists of all processes and activities with the purposes of attracting, finding, winning and retaining customers. The scope of E- Marketing is deemed to be broad in scope it does not only use to promote marketing over the internet but also helps in marketing as well through e-mail and wireless media. Here we will find out the opportunities and challenges of Internet marketing in India.

KEYWORDS: Internet Marketing (IM), Online marketing, Web marketing, Wireless media

INTRODUCTION:

“Internet Marketing (IM) or E-Marketing is the process of promoting a brand, products or services over the Internet. Its broad scope includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media.” “E-marketing means using digital technologies to help sell your goods or services. These technologies are a valuable complement to traditional marketing methods whatever the size of your company or your business model.” This definition makes this term clear i.e. IM.Due to globalization, not only nations are coming closer to each other but also different sector undergoes into significant changes. And marketing sector is also affected by this and experiencing so many changes continuously. To sell our product through internet or digital media is known as E-marketing. Types and size of business organization affects marketing traditionally but in today’s scenario, digital technology is a valuable addition. E- Marketing is also known as web marketing and online marketing. E- Marketing helps to find out the right audience to whom goods and services are to be provided by the business organizations. It consists of all processes and activities with the purposes of attracting, finding, winning and retaining customers. Creative use of internet technology is made by using various multimedia,
text, graphics etc. with different languages to create catchy advertisements, forms, e-shop
where product can be promoted, viewed and sold. The scope of E- Marketing is deemed to be
broad in scope it does not only use to promote marketing over the internet but also helps in
marketing as well through e-mail and wireless media. E-marketing also joins technical and
creative aspects of the Internet, including: development, design, advertisement and sales. Use of
websites are made by E-marketing in combination with online promotional techniques such as
social medial marketing, search marketing (SEM), interactive online ads, e-mail marketing,
online directories, viral marketing, affiliate marketing and so on. E- Marketing also includes
product display, advertisement consisting of graphics videos and audio with text, 3D product
view, product navigation, basket selection, checkout and payments. The scope of internet
marketing includes: Internet media i.e., websites and e-mail · Digital media i.e., wireless,
mobile, cable and satellite. E-commerce, Publishing Services, Lead based websites (like policy
bazar.com) and Affiliate marketing (referral strategy). E-marketing is a cost effective tool
where customization becomes very easy and affordable along with very less marketing efforts.
Various methods are used by the advertiser i.e., pay per play pay per click, pay per impression
or pay per action. In this way marketers can able to determine that which message is good
appealing and which message is not so effective. It helps to provide a large variety of high
quality product in less time at reasonable rate. India will likely see the golden period of the
Internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating to E-Commerce and Internet Advertising. As we all know, India has a long
way to go in the world of Digital Marketing as more and more Indians are spending time on the
internet as compared to China and US.

**Key Objectives and Need of Paper:**

- To review the present status of online trading in retailing in India.

- To identify the problems in online trading in retailing from the point of view of providers
  and consumers.

- To provide suggestions to popularize online trading and increase the profitability of online
  retail companies in India.

- There are different E-Marketing objectives depending on their individual circumstances. A
  basic framework for developing effective E-Marketing objectives is the five S’s framework,
  which includes: 1. Sell: For sell products and services. 2. Serve: To serve best
  service to customers. 3. Speak: Internet use for communicate with customers. 4. Save:
Using Internet to save cost. Sizzle: To build brand identity. Search engine optimizer, Blog marketing, Social media marketing, Networking are the types of IM.

REVIEW LITERATURE

Young Jun Choi1, Chung Suk Suh (2005) reported that the development of the internet in the 20th century led to the birth of an electronic marketplace or it is called e- marketplace, which is now a kernel of electronic commerce (e-commerce). An e-marketplace provides a virtual space where sellers and buyers trade with each other as in the traditional marketplace. Various kinds of economic transactions and buying and selling of goods and services, as well as exchanges of information, take place in e-marketplaces. E-marketplaces have become an alternative place for trading. Finally, an e- marketplace can serve as an information agent that provides buyers and sellers with information on products and other participants in the market. These features have been reshaping the economy by affecting the behaviour of buyers and sellers.

RESULT AND DISCUSSION

Challenges of internet marketing are as follows which I have founded out on my own after doing all the research work in the field by collecting surveys of internet users I deduced that Marketing Integration, Security and Privacy, Impersonal Service, Lack of Trust, Bad marketing, Dealing with IT department, Intellectual property and Customer expectations are some challenges of IM.

There are myriad opportunities for Internet Marketing(IM) to blossom as it is very Cost effective, Convenient, One to One marketing, Increase sales and website traffic, Improves Customer Relationship Marketing and most importantly it’s always available to its consumers.

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As per the findings of Internet and Mobile Association India the total value of E-Commerce activities within India has Crossed Rs.570 Crores during 2004-05 which is quite evident from the table. There has been a change of 95% till 2009-10.
EXPERIMENTAL: I have conducted surveys of internet users (respondents are from our colleges and locality) and took personal interviews along with that I have read many articles, books and reviewed literature. This research paper is a mix of Explorative and Descriptive studies. (Primary and Secondary data, In-depth interviews and case studies etc.)

CONCLUSION:
E-marketing also offers businesses the opportunity to garner data about their consumer base to an extent that has till now been very difficult to achieve via traditional marketing methods. The development of internet marketing and social media advertising has led to examples of businesses in recent years that upper to little more than categories and filter information relating to products and services on the Internet, taking a small cut from any transaction that may occur as a result. In the next few years, online marketing in India will strengthen even further. Consumers in the country can now truly expect a well streamlined, efficient and world-class shopping experience supported by the best technology.

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E-Commerce: "Proceed to checkout"

Fauzia Akhlaq¹, Surbhi Bansal²

¹,² LL.B. II Year, Biyani Law College, Jaipur

Introduction

According to World Economic Forum, India is the world’s fastest growing major economy. With only six and half decades to its independence, India has witnessed several revolutions like green revolution which brought in the concept of HYV seeds. Currently, India is witnessing digital revolution with internet becoming an integral part of its population. This has led to steep rise in e-commerce. Though there is no specific definition of e-commerce provided in any statute, encompasses all business conducted by computer networks be it B2B, B2C, C2C, C2B or B2B2C.

E-commerce certainly has the potential to grow more due to combination of demographic factors with low broadband rates, changing lifestyle and govt. initiatives like “DIGITAL INDIA” programs.

E-commerce more than a luxury, has become as necessity as for shoppers, the benefits are plentiful like shopping online saves time, provides exclusive discount deals, hassle free returns, easy payments options like COD. Sellers are too equally benefitted as it saves operational cost, provide instant customers and boosts brand awareness.

But despite enormous benefits, there exists certain legal issues that troubles in online environment which are discussed here along with possible solutions and existing remedies.

Key Legal Aspect in E-Commerce:

1) Data Protection & Privacy:

In e-commerce, people have to disclose their personal information, which can be proliferated and reaches in the hand of undesirable parties. To deal with this, Section 43A of Information Technology Act, 2000 which states “Reasonable practices and procedures and sensitive personal data or information Rules, 2011” have been proposed, which provide a framework for protection of data in India. Further, under section 72A of IT Act, 2000 “Disclosure of information, knowingly and intentionally without the consent of the person concerned and in breach of lawful contract has been made punishable with imprisonment for a term extending to 3 years and fine extending to ₹5,00,000. Also, section 66E of IT Act and Privacy Bill, 2011 have been proposed.
Another major challenge is Electronic Fund Transfer (EFT), Mobile Banking, other payment gateway in online banking. To secure such transactions, Govt. enacted Payment and Settlement Act 2007 which empowered RBI to regulate and supervise the payment and settlement system in country. Also, through the IT (Amendment) Act 2008, RBI gave guidelines on mobile banking and prepaid value cards and imposed contractual obligations on data protection and usage which must be clearly defined. As in Debasheesh Chakravartee case, a 30 year old former bank employee of Bank misused credit card information through IRCTC’s site.

2) **E- Contracts:**

Validity of e-contracts come under the purview of Indian Contract Act, 1872 which explicitly mentions few essentials like lawful consideration, free consent, major in age to give rise to valid contract. Also, IT Act 2000, provides validity to e-contracts. Further section 3 of Evidence Act provides that evidence may be in electronic form. However, section 10 of Indian Contract Act states that a contract with minor is *void ab initio*, which means not valid from beginning but in case of e-contracts, the conformity of age not be verified and online shopping is very popular among teens (minors). Therefore, it is important for online business portals to keep such possibility in mind and to state it explicitly in form that the person with whom it is trading or contracting is major.

3) **Copyright Issue or Intellectual Property Rights:**

There can be enormous odds of patent, trademark, copyright infringement unless it specifically provides intellectual property rights. That means any usage of website have valid approval and a disclaimer statement.

Many a times similar domain name gives right to disputes as seen in Satyam Infoway Ltd v. Sifynet Solutions Pvt Ltd., in which Supreme Court held that “a domain name may pertain to provision of services within the meaning of section 2(z) of Trade Marks Act.” Further as per section 3 and 63 of Indian Copyright Act, 1957 which states that pictures, sound, literary work and other works are protected from being copied without the permission of copyright holder. In Himalaya Drug Co. v. Sumit case Court held that infringer copied herbal database illegally and is liable for punishment or fine or partly punished and partly fined.

4) **Advertising Issue:**

Earlier advertisements were regulated by the courts, governments, tribunals or police that depend on nature of advertisement. But absence of single statutory law to guide and regulate pattern of advertising created disarray in industry.

Although in 1985, Advertising Standards Council of India (ASCI) a non statutory tribunal was established for ethical advertising practices and self regulatory mechanism but on certain
issues, ASCI orders were set aside by courts as ASCI being a voluntary association was considered the usurping the jurisdiction of court when it passes orders against non members. Gradually ASCI code received huge acceptance and recognition in industry. But as far as e-commerce is concerned, unwanted, misleading, obscene, cheap, dishonest ads are still largely floating in market without being regulated through a proper mechanism.

**Conclusion:**

E-Commerce portal should lay terms and conditions which are specific and not generic depending upon the nature of the goods and services. E-Commerce players should ensure reasonable efforts to prevent unauthorized transaction. It is essential for e-commerce players to work and implement the risk management policy. Constant monitoring and evaluating consumer behaviour, their preferences and changing trend for risk assessment and taking further initiatives for strategic and dynamic approach to the digital economy is crucial. Also it is crucial, that portal owners set standards about the kind of advertising popping in their websites and debar the one’s not matching the standards especially obscene ones. Further, there is also a need of single statutory law which can govern and regulate e-commerce market because e-commerce is more likely to be the future of tomorrow and such issues can become hurdle in growth of economy.

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Higher Education: Opportunities and Challenges in E-Commerce

Sujata Biyani

Research Scholar, Rajasthan Technical University, Kota.

ABSTRACT:

Higher education is one of the significant factors instrumental to the development of a country. It should be transformed to the needs of the time and changing scenario of the world. Higher education is increasingly seen by government as major contribution to national wealth and economic development. E-Commerce education has been phenomenal in making a deep impact on higher education. Growth in the Internet over the last few decades has led to great impact on communication and research in the institutes. The quality of Education has become a major marketing issue in the changing environment. As per specialization, a practical training should be provided to the students. By making relevant and practical oriented Education, we may impact global competitiveness to our students. The phenomenal growth of e-commerce programs during the past few years was unprecedented in the pace and magnitude. This paper focuses on future development of e-commerce education, so that student and industry demands can be met with the help of e-commerce programmers.

KEYWORDS: Higher education, e-commerce, quality, development, competitiveness

INTRODUCTION:

Higher education is very important for a developing country like India and it is encouraging human development. A career in e-commerce demand real knowledge of the business world, technical understanding and capabilities. Online education covers a wide spectrum of courses and curriculums from vocational courses, special skills training to degree courses and higher education courses. With the rise in the general education level in India, there has been a significant rise in the need for higher education as well. There are more than 20,000 institutes for higher education and a significant part of the target audience is working professionals. With prominent business firms taking the interest in higher education and a steady stream of investors backing educational start-ups, a strategic approach will lead to collaboration between education and entrepreneurship. Enhancing employability of graduates, private institutions liaisoning with international organizations can improve the quality of programs they offer.
Links to the industry, research skills, a wide range of transferable skills, and vocational skills provide potential interest to investors to engage with the Indian education market.

Collaboration with foreign institutions and use of the digital medium in the classroom, such as video lectures, foretell huge possibilities for online and blended learning, instructional design, teacher development, management and support systems. Government and institutions in India are creating more opportunities in higher education for streamlined learning to enhance preparedness for the entry of fresh graduates in the market. E-Commerce education has been phenomenal in making a deep impact on higher education. Growth in the Internet over the last few decades has led to great impact on communication and research in the institutes. Education now becomes an industry, there is explosion of technologies and knowledge in all sphere. E-commerce is a byword in Indian society and it has become an integral part of our daily life. E-commerce helps in increasing education level with the help of skill development oriented teaching, Sophisticated Information Technology, Institution Interaction, Professional Courses, Research and research based teaching

**OBJECTIVE OF THE STUDY:**

- To analyze the opportunities and challenges of e-commerce in India.
- To bring out the growth prospects of e-commerce industry in India.
- To see the current scenario of higher education in e-commerce.

**WAYS TO IMPROVE HIGHER EDUCATION SYSTEM:** The following are the ways to increase higher education with the help of e-commerce:

1. Post the course syllabus on the Web.
2. Administer a learning-styles inventory.
3. Explain the importance of group work.
4. Use a variety of assessment.
5. Be flexible.
6. Provide frequent interaction.
7. Use Course Design to Motivate Students.
9. Make and Encourage Use of New Resources.
OPPORTUNITIES: - The reforms and the need of higher education sector have implications for future collaboration with Indian higher education system. It provides some opportunities for institutions as they plan for future engagements like.

1. It establishes a deeper, broader and diverse engagement in higher education.
2. To link strategically the plans and to develop partnership which increases development?
3. Online and blended learning, instructional design, teacher development, management and support system help in improving education.
4. The need to enhance the employability of graduates in present era.
5. There is a need to build stronger relationship and increase mutual understanding in higher education by increasing support and participation which enable debate and dialogue between leaders and academics on issues affecting higher education.

CHALLENGES: Since we have got independence we are facing challenges to establish a great and strong education system. We are facing lot of problems and challenges in our education system. India recognizes that the new global scenario poses unprecedented challenges for higher education system. Some of the serious challenges that higher education facing are:

1. Gap in supply and demand
2. Mushrooming of low quality institute
3. No project based learning
4. No strategy.
5. Curriculum design/ alignment.
6. Student employability.
7. Quality of learning.
8. Compete and collaborating globally in research.
10. Assessment.
11. Competition.
12. Large scale of online website.
CONCLUSION: - After independence there has been great increase in institution of higher learning in all disciplines. India is today one of the fastest developing countries of the world with the annual growth rate going above 10%. To reach and achieve the future requirements there is an urgent need to relook at the financial resources, equity, quality standards at the end of the responsiveness. The institutions must impart high quality education in the field of e-commerce with sophisticated software and hardware in order to enrich undergraduate and postgraduate courses. Students pursuing an undergraduate and post graduate course in e-commerce can acquire practical knowledge of business management, e-financial accounting, e-Insurance, e-banking and cyber laws, e-marketing, and business communication. Therefore, it initiates skill development and in turn the sixty five percent young can create wonders, resulting India will be the supplier of excellent human resource to the world countries in the years to come.

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Online Trading in India: Opportunities and challenges

Dr. Abhay Upadhayay*, Dr. B. N. Gaur**

*Associate Professor, University of Rajasthan, Jaipur
**HOD, Commerce and Management, Biyani Girls College, Jaipur

Abstract:
Indian Retail Industry is ranked among the ten largest retail markets in the world. The attitudinal shift of the Indian consumer and the emergence of organized retail formats have transformed the face of Retailing in India. With the sign of reemergence of economic growth in India, consumer buying in retail sector is being projected as a key opportunity area. As a consequence, Indian corporate houses are refocusing its strategic perspective in retail marketing with the idea to use resources optimally in order to create core competence and gain competitive advantage. The paper theme is to analyse finer strategic perspective for the retail sector in India and suggest measures so that the corporate strategists could incorporate the same both qualitatively and quantitatively. Based upon the qualitative judgment, a retail unit may be given an overall understanding about the expected performance that can further be corroborated by quantitative analysis. This paper provides detailed information about the growth of retailing industry in India. It examines the growing awareness and brand consciousness among people across different socio-economic classes in India and how the urban and semi-urban retail markets are witnessing significant growth. The paper includes growth of retail sector in India, strategies, strength and opportunities of retail stores, retail format in India, recent trends, and opportunities and challenges. This paper concludes with the likely impact of the entry of global players into the Indian retailing industry. It also highlights the challenges faced by the industry in near future.

Keywords: Online Trading, Challenges and Opportunities, India.

Introduction

In India the vast middle class and its almost untapped retail industry are the key attractive forces for global retail giants wanting to enter into newer markets, which in turn will help the India Retail Industry to grow faster. Indian retail is expected to grow 25 per cent annually. Modern retail in India could be worth US$ 175-200 billion by 2016. The Food Retail Industry in India dominates the shopping basket. The Mobile phone Retail Industry in India is already a US$ 16.7 billion business, growing at over 20 per cent per year. The future of the India Retail Industry looks promising with the growing of the market, with the government policies becoming more favourable and the emerging technologies facilitating operations. The word
Opportunities and Challenges in e-commerce and Digital Marketing

retail is derived from the French word retailer, means to cut off a piece or to break bulk. Therefore, a retailer is a dealer or trader who sells goods in small quantities. Retailing is the final step in the distribution of products, for consumption by the end consumers. It consists of all activities involved in the marketing of goods and services directly to the consumers, for their personal, family or household use. This excludes direct interface between the manufacturer and institutional buyers such as government and other bulk customers. Retail is India’s largest industry. The sector has witnessed an immense growth in the last few years. The key factors responsible for the retail boom have been the change in consumer profile and demographics, increase in the number of international brands available in the Indian market, economic implications of the government, increasing urbanization, credit availability, improvement in the infrastructure, increasing investments in technology and real estate building a world class shopping environment for the consumers.

Objectives of study

1. To study about the various strategies, trends and opportunities in retailing.

2. To study the growth of retail sector in India.

3. To study about the major and emerging formats of retailing.

CHALLENGES

Organized retail in India is little over a decade old. It is largely an urban phenomenon and the pace of growth is still slow. Some of the reasons for this slow growth are: -

THE KIRANAS CONTINUE -

RETAIL NOT BEING RECOGNIZED AS AN INDUSTRY IN INDIA –

THE HIGH COSTS OF REAL ESTATE –

HIGH STAMP DUTIES -

LACK OF ADEQUATE INFRASTRUCTURE -

MULTIPLE AND COMPLEX TAXATION SYSTEM–

OPPORTUNITIES

Retail marketing gets various opportunities to grow up in the Indian market. Not only retailing but Manufacturers as well as suppliers, and buyers have various opportunities, some of which are mentioned below-
WHAT IS IN STORE-

URBANIZATION –

NUCLEAR FAMILY-

PLASTIC REVOLUTION –

EMPLOYMENT -

CONTRACT FARMING –

REDUCES SUPPLY CHAIN MANAGEMENT -

Review of Literature

Indicating a strong sentiment against speculation in the stock market, Vijayaraghavan R (1992) suggests that the exchanges should adopt as quickly as possible uniform settlement system so that wide price variations across exchanging can be avoided and the ordinary investor afforded protection from violent price swings. Further, he adds that the stock exchanges should work towards a shorter settlement period, which would tone up market efficiency and ensure that payment and deliveries are made in time. ‘Rajiv Handa (1995) makes a comparison of practices in developed markets and developing markets. He says, “It is in the developed markets of the West that business trends, trade cycles and a host of other factors are taken care of by computers and forecasting models. This information is backed by decades of diligently stored data which is updated by continuous release of contemporary information by the listed companies”. He further states that the situation back home is materially different and the company reports are available six months after the year ends which lose relevance by the time they are analyzed. 2 Suresh Prabhu (1995) participating in a seminar organized by the Cochin Stock Exchange on 'stock-broking in the changed scenario', points out, "In order to become successful in the share broking business, the changed scenario looks for professional standards, functional strength backed by corporate right, ethical behavior and a 'Vijayaraghavan R "From Casinos to Stock Markets", The Hindu - Business review, Coimbatore, March 31, 1992, p.2. Rajiv Handa, "Getting to Grips with Equity Research" Economic Times - Investors Guide, Mumbai, February 20, 1995, p.16. Comprehensive and total approach to business from the part of stockbrokers". He also states that with corporatization of memberships, the members shall provide multiple services to investors. In his opinion, the brokerage charged has to be responsive to the cost. He concludes his presentation with the remark that there is tremendous opportunity in the state of Kerala for development of capital market activities.3 Chari P.S.U. (1995) discusses the emerging role of financial services. He states that a vibrant and competitive financial system is imperative to
sustain the ongoing reform in the structural aspects of the real economy. Disclosure requirements and accounting practices too have to be in line with international standards. Areas like security analysis, equity research and portfolio management are fast emerging financial services. According to him, one major factor which may perhaps retard the growth of this sector is the dearth of qualified and trained personnel. A proper training set-up which can provide comprehensive training to the intermediaries has become imminent.


Conclusion

There is very huge potential for the growth of organized Retailing in India. By following some of the strategies it can rise tremendously and can reach each and every nock and corner. Open communication should be established between functional departments. A balance should be maintained between brand building and promotion. Non-marketing factors like gas prices, weather etc. should be avoided and new schemes should always be launched. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. But all of them have not yet tasted success because of the heavy initial investments that are required to break even with other companies and compete with them. The India Retail Industry is gradually inching its way towards becoming the next boom industry.

References


E-Customer Relationship Management: Converting Browsers into Buyers

Dr. Poonam Sharma¹  Neha Jain²  Anju Bhatt³
¹Asst. Prof. Biyani Group of Colleges, Jaipur
²Asst. Prof. Biyani Group of Colleges, Jaipur
³Asst. Prof. Biyani Group of Colleges, Jaipur

ABSTRACT:

Setting up an online store isn’t very difficult now days as many online available tools help you start selling in just some clicks. But once your store is running, many retailers find that despite their kick ass social media promotions and followings, SEO as well as excellent promotions, their online stores is not getting the kind of action they had expected. The goal of every ecommerce businesses is to increase their market share and get more ecommerce conversions. The bad truth about e-commerce is web site can receive millions of visitors, only about 4% actually buy anything. Online sellers need to differentiate buyers and browsers. They need to build trust amongst browsers to convert them into buyers.

Keywords: Buyers, Browsers, SEO, Social media

INTRODUCTION

In this article, we will study how online firms can convert visitors to buyers. Specifically, different Web site signals can influence different beliefs about a firm’s trustworthiness, which in turn have differential effects on online purchase intentions.

STRATEGIES TO CONVERT BROWSERS INTO BUYERS

Product is the Key so let it shine

Any store is more than a place for purchasing because shopping is an experience so the need is to re-create the experience so encourage browsers to buy through high quality and large images of product.

But these shots shouldn’t only be reserved for your product pages. Make sure your category pages also include larger images so that buyers can evaluate a product’s details as early as possible earlier on in the buying process. For instance, if a man is searching for a dress on your site, he’s likely to go to the category page. With large, detailed images, she right away starts picturing herself in one of your dresses and builds an emotional connection to that dress making her more likely to click through the product’s listing and then the checkout.
Don’t hide the Discount

When a e-store offers discount then why customer should wait till end to preview how much discount they have got rather after adding the item to cart they should know how much money they have saved so that it encourages them to shop more. So E-sellers need to add coupons earlier in the cart preview. It also builds trust in customers.

Make it Easy to Edit the Cart

Shopping cart is a holding area but when a customer decides to buy, some products do not make it through the entire checkout process. So being a retailer, your best interest is to make the process easy. Allow users to make changes to cart easily well you will think that this is a discouraging process but believe me your are actually helping them to be focused on what they really want and will actually buy.

Do Not Force Customer to create an account

As a retailer you want to know about your customer as much as possible but some persons do not want to create account so allow a guest checkout by using this you can have their email address for sending bills or any other information. This will make the shopping experience convenient.

Tell about shipping costs EARLY

Many customers experience a “shock” when they go to final checkout as they see the shipping cost so this is the top most reason why shopping cart has been abandoned late in the process. So by displaying shipping costs early improves overall conversion rates.

Shoppers focus is a must

Easy checkout process keeps shoppers focused on finishing the purchase. So e-sellers should not distract with lots of other offers or product pages, which reduces the likelihood of closing the sale.

Promote Shopping campaigns

Shopping campaigns are very effective as people are able to compare prices on the search page and, therefore, a click is more likely to turn into a conversion. Additionally, people will already see an image of the product and images are known to be a great conversion driver. Another advantage of a shopping campaign is that you only need a feed to be able to run a campaign on potentially every item of your ecommerce. This saves you from a lot of setup time and it allows finding potentially profitable items quickly. Shopping campaigns are also easy to manage and maintain, which makes of them a perfect marketing tool for ecommerce stores.
Careful and ongoing price research

The pricing strategy of your products makes a huge difference in the success of an ecommerce store. The more your product is standardized, the more price sensitive people will be before purchasing it. Make it a weekly task to research the current market prices for your most important items. Make sure you are not pricing yourself out of the market.

Another very important best practice is to find the price that maximizes sales volume and profits by testing several price points of successful items. This process is made difficult by the price volatility in the market, which is created by competitors trying to get a piece of the market share.

Checkouts from mobile should be easy

In some cases desktop traffic costs more than paid mobile traffic and as mobile traffic is growing so mobile visitors should be welcomed. As mobile screen is smaller so form filling and checkout pages are less convenient so it’s important to create mobile website that makes the purchase as easy as possible. The easier the process the more sales will be generated.

CONCLUSION

By considering above mentioned strategies an e-seller can definitely convert browsers into buyers because ultimately customer is the key to a profitable business and customer satisfaction and profit maximization both are crucial in e-commerce.

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The Security Issues of E-Commerce and Its Solutions

Prof. Vivek Sharma¹, Ankita Gupta², Karan Aswani³
¹HOD, IT, Biyani Institute of Science and Management, Jaipur, INDIA
²Assistant Professor, IT, Biyani Institute of Science and Management, Jaipur, INDIA
³Student, Sri Balaji P.G. Mahavidhyalya, Jaipur, India

ABSTRACT

E-commerce Security is a part of the Information Security framework and is particularly applied to the components that influence e-commerce that include workstation protection, information security and other wider realms of the Information Security framework. E-commerce security has its own particular nuances and is one of the highest visible security components that affect the end user through their daily payment interaction with commerce sites.

E-commerce security is the protection of e-commerce assets from unauthorized access, use, alteration, or destruction. Scope of e-commerce security-Integrity, Non-repudiation, validity, Confidentiality, Privacy, Availability. E-Commerce offers the banking industry great opportunity, but also creates a set of new risks and vulnerability such as security threats. Information security, therefore, is an essential management and technical prerequisite for any efficient and effective Payment transaction activities over the internet. Still, its definition is a complex Endeavour due to the constant technological and business change and requires a synchronized match of algorithm and scientific solutions.

In this paper we discussed with Overview of E-commerce security, understand the Online Shopping Steps to place an order, Purpose of Security in E-commerce, Different security issues in E-commerce, secure online shopping guidelines.

Keywords: E-Commerce Security Issues, Security measures, Digital E-commerce, Online Shopping, Security Threats, Secure online shopping transaction.
M –Pesa using cell phone for cash transfer: Challenges and opportunities

Dr Pawan Kumar Patodiya
Associate Professor, Biyani Girls College, Jaipur

Abstract:
Mobile money transfer system called M-PESA. It allows users to send or receive money on their SIM card. The telecom companies decided to work out a cash distribution system for cash transfer activities in pastoral areas. This paper is based on the use of cell phone payment system for cash transfer activities in pastoralist areas. It also shows the impact of this payment system for beneficiaries. Despite the challenges encountered mainly due to the remote environment and the new use of these technologies, the use of mobile money transfers prove to be an efficient way of delivering assistance.

Key Words- Telecoms, Cash for work, community assistant, short message service, beneficiaries, SIM card, M-pesa

Introduction

M-Pesa is a service that allows people to transfer money in electronic form by using a SIM Card and a cell phone, the user can select sim card menu in which there is an M-Pesa entry that is activated when the user gets registered to M-Pesa. In the M-Pesa, several options are available such as withdrawing or sending money. Getting registered to M-Pesa is easy to the user, they need to go to an M-Pesa agent with their ID cards and choose an M-Pesa Pin Number.

M-Pesa is an innovative idea, in this user can use his M-Pesa account as a sort of bank account but he doesn’t need to have a real bank account to use M-Pesa. It can be used as a substitute to banks for basic financial transactions. An organization can send money to a large number of recipients by opening an M-Pesa corporate account. It work like a bank account so the organization can transfer the money from its normal bank account to the M-Pesa corporate account and then transfer the money from the corporate utility account to the beneficiaries.

IMPLEMENTATION OF M-PESA

Registration: Every beneficiary or person mandated to receive payment came to the training with his ID card, TSF provide lines with SIM card holders and wrote down the phone number.
Serial number: as beneficiaries are sharing the same phone it could happen that they exchange the SIM card. The serial number allows to know to whom the SIM card belongs.

SIM Card holder: the organization bought opening key holders that come in 5 different colors (on color per group member) and minimize the risk of losing or mixing SIM card.

When the beneficiary receives the line, he/she want to get registered the M-Pesa agents. The hall for the training was located either within walking distance from M-Pesa agent or arrangements were made the M-Pesa agent to come to training place registration, beneficiaries shared their registration forms with TSF in charge of writing down their M-Pesa secret work. If someone forget the M-Pesa PIN code, Customer care ask for the secret word.

2. Payment: Electronic payment is easy and time saving at the moment of the payment. It takes approximately three days to prepare the payment. On the first day the accountant in the field who is named as operator of the corporate account, prepares the supporting document and request the funds. The accountant takes few minutes to transfer the money from the bank to the corporate account. Depending on the bank, it can take up to 24 hours to receive the money on the corporate account. Then, uploading and checking that phone numbers are correct requires less than an hour.

The number of beneficiaries being paid through M-PESA is limited by two factors:

- M-PESA agents cash capacity: M-PESA agents have electronic money for customers who want to deposit money and cash for customers who request to withdraw money.

- Number of M-PESA transactions possible per day: M-PESA agents also have a shop and cannot spend 100% of their time doing only M-PESA transactions because it would damage their business.

Challenges encountered

The organization had to face some technical and administrative challenges that were mainly due to the location of the project and the newness of such means of payment.

1. Difficult Environment - the M-PESA project was mainly affected by network problems, lack of ID card among beneficiaries, infrastructure, education system and very low literacy rate.

2. Network – It is common to have no network during the registration process so the beneficiaries do not get registered to M-PESA in same day. During the second payment, the M-PESA system experienced delays and beneficiaries were paid delayed. The organization scheduled the payment but the status of the payment was ‘delayed’ until it was automatically
transferred. The organization did not have to cancel the transaction and no money was wrongly sent.

3. **ID card ownership** - One of the requirements to get registered to M-PESA is the ID card ownership. M-PESA agents check the ID card when a user gets registered to M-PESA and the ID card number is used to record every M-PESA transaction. It is common to have beneficiaries who do not own an ID card.

4. **Administrative issues** - The actual timing to finalize the administrative process (signing the contract) took 2 months then, the technical process (using the account) took another month. Despite these issues relative to the corporate account, indeed an enterprise sales manager was in close contact with the organization. He explained to the organization the process to pay many recipients through M-PESA and assisted the team during the whole project. His support and availability were an important element for the success of the project.

5. **Technical issues** - To pay beneficiaries through M-PESA the mobile phone technology is most required mainly beneficiaries did not own a cell phone. Among beneficiaries who already had a cell phone and a line, some of them explained that they only knew how to pick up the phone and call someone.

**Opportunities** –

The objective of the M-PESA was to evaluate the new payment system as an alternative to the traditional direct cash payment. Overall, M-PESA brings better accountability or security and it is welcomed by beneficiaries.

1. **Accountability** - In rural areas, due to the low literacy rate, it is difficult to have beneficiaries signing a document and thumb printing the documents for each payment made by direct cash requires a lot of time. By paying beneficiaries through M-PESA, the organization can print directly after the payment an official document from the corporate account with the name of the recipient and the amount of money sent.

2. **Security** - Payments through M-PESA improve the security for the organization and beneficiaries. M-PESA, beneficiaries and M-PESA agents are the only ones to be informed about the day of payment and beneficiaries can withdraw the money whenever they want. Moreover, M-PESA payment points are located near market places so beneficiaries can withdraw and directly spend the money.

3. **Easy** - M-PESA is easier because you receive the money and withdraw when you want. In pastoral areas, it can be difficult for beneficiaries to be present at the payment point on the
day of the payment by cash. By sending the money through M-PESA, the organization as well as the beneficiaries saves time and efforts.

4. **Secret** – M-PESA payment is more secret. The project took place among communities that are used to share their ownership. Nevertheless, this sharing can be a burden for people. With M-PESA, the organization is sure that the money is sent and used by the most vulnerable people.

5. **Opportunity save something** : Beneficiaries receive the money directly by cash; they feel like that they have to spend it. Nevertheless, with M-PESA, they can use it as a bank account and make savings to plan for the future.

6. **Opportunity to send money**- One option on M-PESA menu is sending money to beneficiaries uses this option to send money to relatives.

**Conclusion**-

M-PESA is a payment system for beneficiaries which requires time and money for the equipment but at the moment of payment it reduces the workload. Compared with direct cash payment the operational cost of M-PESA is important for the first payments but decreases after each payment. Payment through M-PESA further involves the beneficiaries in the payment process. They can decide how much money to withdraw, to make savings, to send money, etc. The use of new technologies can empower beneficiaries far beyond the limits of traditional relief aid. By distributing SIM cards and registering beneficiaries to M-PESA, the organization creates new customers. Cash transfers programmes are increasingly used by NGOs who are working in remote environments. An organization takes many risks by paying beneficiaries directly with cash and the use of M-PESA for cash transfers can contribute to reduce such risks.

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ABSTRACT:
Winning the market share through the world class customer service is an important method adopted by many banks. Customer relationship management (CRM) is one of the customer care services which provides the opportunities and challenges for the companies to maintain customers intact and also attract new market customers is the only key to success and for the survival of the banks. Banking helps in raising the economy. The present and future of any economy depends upon the success and development of banking. The objective can’t be achieved with the traditional banking as now is the age of technology. Indian banking industry, today, is in the midst of an IT (Information Technology) revolution.

“The big benefit of customer relationship management is the visibility of everything relating to customers going on in your company. If you want to provide a better service to your company, you have to be able to manage everything from complaints to sale opportunities.” – Roger cole

Keywords: customer relationship management (CRM), Banking, Information Technology, Age of technology, Indian banking

INTRODUCTION:
CRM is a business strategy, which includes the people, processes, and technology associated with marketing and services. CRM embodies four key disciplines: sales force automation, Marketing automation, help desk and call centre. The CRM technology promise to retain customers and boost the top lines continues to resonate with companies recovering from a tough economy. Apart from customer relationship management, CRM also referred as customer relationship marketing and customer retention marketing. Electronic banking is defined as Delivery of banks services to a customer at his office or home by using Electronic technology can be termed as Electronic Banking. Online Banking or Internet Banking or E-banking allows customers of financial transactions on a secured website operated by the institution, which can be a retail bank, virtual bank, credit union or building society’s-banking is a generic term making use of electronic channels through telephone, mobile phones, internet etc. for delivery of banking services and products. The concept and scope of e-banking is still in the transitional stage. E-banking has broken the barriers of branch banking.
E-BANKING INCLUDES:

1. Internet Banking  
2. Cheque Transaction Payment System  
3. Electronic Funds Transfer System  
4. Investment Through Internet Banking  
5. Automated Teller Machines (atm)  
6. Debit Cards  
7. Credit Cards  
8. Quering The Account Balance  
9. Bill Payment Service  
10. Applying for/Claiming Insurance  
11. Smart Cards  
12. Mobile Banking

OBJECTIVE OF THE STUDY:

Expectations formed on the basis of banks past buying experience statements made by friends, associates, marketers, competitors’ information and promises. If the marketer raises expectations too high and the company cannot match its delivery with the expectation level, the bank is likely to be disappointed. On the other hand if the company sets expectations too low, it won’t attract enough buyers although it will satisfy those who buy. The basic objectives are to evaluate the performance of the banks with special reference to the customer relationship management.

1. To examine and evaluate the performance of banking sector with special reference to Customer Relationship Management  
2. Examine the role of banks in the development of economy  
3. To examine the opinion of the customers as to Customer Relationship Management with respect to service quality management.  
4. To explore the economy of the market and to trace the causes of imbalance on the other Hand.  
5. To increase the level of decision making for better Customer Relationship Management.  
6. To study the opinion of the customers to Customer Relationship Management of the banks with respect to Customer Relationship Management  
7. To study the need and benefits of E-banking.  
8. To study the current status of financial innovations in Indian banking sector.  
9. To study the challenges faced in E-banking.  
10. To study the opportunities available in E-banking

LITERATURE REVIEW:

Customer Relationship Management has been a part of literature since more than a decade. There is still much debate over what constitute Customer Relationship Management. In order to
develop a Customer Relationship Management practises, it is essential to identify that key constraints of Customer Relationship Management. It implies organisation around Customer Relationship Management, which leads to consideration like organisational structure, commitment of resources and human resource management. Technologies play a role in Customer Relationship Management and allow the firm to achieve greater customization and better services at low cost. It observed that most of the customers know about the e-banking services offered by their bank. The study found that there is a significant difference amongst different problems identified while using e-banking services. It also found that some problems affect more and some problems affect less in use of banking services. It concluded that all the reasons are not equally responsible for not using e-banking services. The study found that there are many challenges faced by banks in E-banking and there are many opportunities available with the banks. It concluded that banking sector will need to master a new business model by building management and customer services. It also suggested that banks should contribute intensive efforts to render better services to their customers. In order to develop a comprehensive list of customer relationship management practice, it is essential to identify the key constraints of customer relationship management. Technology plays the role of enabler in customer relationship management and allows firm to achieve greater customization and better services at low cost.

**NEED OF CRM IN E-BANKING:**

Now-a-days, banks all over the world are making their business strategies in the light of new opportunities offered by e-banking. E-banking has facilitated banks to scale borders, change strategic behaviour and thus bring about new possibilities.

- Due to e-banking banks carry on business less with paper money and more with plastic money.
- Customers can avail e-banking facility from anywhere.
- Increased comfort and timesaving - transactions can be made 24 hours a day.
- Quick and continuous access to information as it helps in checking multiple accounts at one click.
- Customers can download their history of different accounts and can manage their funds.
- It provides a variety of services to the businessmen on par with the international standards with low transaction cost.
- Better customer support channels like online chat to solve banking problems.
SCOPE OF THE STUDY: In the present study impact of Customer Relationship Management on the banking sector after 1991 on financial sector reforms is studied and the achievements of the programme are evaluated so that proper conclusion can be drawn and study of significant change will took place in the working and operation aspects of banking industry in India.

CHALLENGES: There are various challenges before banking industry to have good customer relationship management which includes—Technology, legal issues, security issues, development of skill of bank, changing needs of customers, keep space with technological up gradation, rules and regulations, technology handling, integrity, confidentiality and non performing assets (NPA).

OPPORTUNITIES: The various opportunities which a banking industry can grab and can have good customer relationship includes -----multiple channels, internet banking, proper customer service, capture a new market, enter into new business, develop new working style, improve efficiency level.

LIMITATIONS OF THE STUDY: The business objectives in front of the customer relationship management path are appearing more distant mirages when company see the traffic jams and road –raged drivers that lie in between customer relationship management. Customer relationship management has been a senior management issues because its consumes staggering amount of money and not standing with the success story has mostly proved a disappointment. Another problem is technology implementation, database integration and agent selection as well as training issues with the services provider. These issues are more complex.

CONCLUSION: The economy is recovering and business map is changing dramatically. No longer are our customers willing to remain our customers unless we provide them actual values and fulfil their requirements. There are competitive businesses out there, that can reach our customers via the internet, email, fax, phone or letter and we can reach the customers in the same way. A successful relationship will be one that lowers the business cost, increase the companies’ revenue and retain profitable relationship, focus on companies business and is valuable assets and business customers. In order to make e-Banking more popular, banks must separate their customers based on demographic priority and customize e-Banking services as per their requirements. Banks are making sincere efforts to popularize the e-banking services and products. The banks are facing many challenges as well as opportunities are available with the banks. Many financial innovations like ATMs, credit cards, debit cards, mobile banking etc. has changed the face of banking sector. But still there is a need to have more innovations, problem solving techniques so that the challenges can be solved and opportunities can be availed efficiently by the banking sector.
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How NPA can be Effective in E-Commerce through Banking Industries

Bhawana Kumari
Research Scholar, Rajasthan Technical University, Kota

ABSTRACT


In this work I have characterized E-commerce and attempted to distinguish how NPA's can be viable in E-commerce through saving money enterprises. We additionally talk about basic issues for E-commerce in the nation and the part bank and play.

KEY WORDS: - E-Commerce, NPA's, Electronic, Managing an account Ventures, Electronic Trade.

OBJECTIVE

The objective of the present paper is to study and analyze how NPA can be effective in E-commerce through banking industries.

INTRODUCTION

E-commerce can be followed to the 1960's when organizations began utilizing electronic information exchange (EDI) to impart business archives to different organizations.

After the quantity of individual clients offering electronic reports to each other developed in the 1980's in the Amazon upset the e-trade industry. Buyers can now buy unlimited measures of things on the web, both from regular physical shores with e-commerce capacities and each other.

Electronic trade is sharing business data, keeping up business connections and directing business exchanges by method for media communications arrange. Gigantic advance in the field of data innovation has lessened the world to a worldwide town and it has brought an uncommon change in the managing an account industry. Banks today work in an exceptionally globalized, changed, privatized and a focused situation. So as to get by in this environment banks need to utilize IT. IT has presented new business worldview. It is progressively assuming
a noteworthy part in enhancing the administrations in the saving money industry. Indian keeping money industry has seen gigantic advancements because of far reaching changes that are occurring in the data innovation.

All advances given by the banks are named "Resources”, as they create wage for the bank by method for premium or portion stays unpaid even after the due date and transforms into a non-performing resources or NPA, on the off chance that it stays unpaid for a time of over 90 days.

E-Banking:

E-Banking is a non specific term making utilization of electronic stations through phone, cell phones, web and so forth for conveyance of managing an account administrations and items. The idea and extent of e-keeping money is still in the transitional stage. E-saving money has broken the obstructions of branch saving money. It builds proficiency in the circle of compelling installment and bookkeeping framework consequently improving the pace of conveyance of keeping money benefits impressively. It permits clients to get to saving money benefits electronically, for example, to pay charges, exchange reserves, and see accounts or to acquire any managing an account data and counsel. E-managing an account additionally encourages new associations with clients, administrative powers, suppliers and keeping money accomplices with computerized age devices.

BENFITS OF E-Banking

E-Banking helps us in beating the downsides of manual framework, as PCs are fit for putting away, breaking down, merging, looking and displaying the information according to the client prerequisites with parcel of speed and exactness. Number of advantages collects to the different gatherings with the advancement of e-saving money.

To the Banks

• E-saving money administrations help in expanding benefits.

• Because of e-managing an account banks bear on business less with paper cash and more with plastic cash; have online exchange of assets, in this manner conserving on the cost of capacity of tremendous supplies of money notes and coins

• By interfacing with ATM and PO terminals, danger of money overdraw can be disposed of if there should arise an occurrence of ATM credit and check cards.

To the Clients

• Decreased expenses in getting to and utilizing the managing an account administrations.
• Expanded solace and timesaving - exchanges can be made 24 hours a day, without requiring the physical connection with the bank.

• Speed - The reaction of the medium is quick; along these lines clients can really hold up till the last moment before closing a reserve exchange.

CONCLUSION:

The study uncovers that there is very little mindfulness in Indian clients in regards to utilization of e-saving money administrations. Be that as it may, the direction and influence by brokers promotes the utilization of such administrations among the clients. With a specific end goal to make e-Managing an account better known, banks must separate their clients in view of demographic need (i.e., age, sexual orientation, occupation and so on.) and tweak e-Keeping money benefits according to their necessities and prerequisites. Banks are trying earnest endeavors to advance the e-Managing an account administrations and items. More youthful era is starting to see the comfort and advantages of e-keeping money. In years to come, e-Managing an account won't just be worthy method of keeping money however it will be favored method of saving money.

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Opportunities and Challenges in e-commerce and Digital Marketing

Dematerialization -
A Concept of Digital Marketing and Investment

Dr. Shweta Mishra
Assistant Professor, Dept. of Commerce and Management, Biyani Group of Colleges

ABSTRACT-
In past securities markets were undeveloped. People want to trade or deal in the securities of only those companies which are having presently good market returns without judging their past and future prospects. Such companies also divert people to invest in their securities by paying them initially higher returns but today securities market is such a strong force that hardly anything goes without it. Even a middle class person wants to have certain portion of his income being invested in securities market with a hope of having a higher return in future. In the same manner earlier marketing is considered to be a bad job involving door to door service. But today E-commerce has totally changed the scenario. Now marketing on internet is considered as a brand for each and every company issuing securities. A new concept of dematerialization is also a form of investment and maintaining the same on digital platform. An investor armed with personal computer has immediate access to market information, high quality research and ability to execute trades by paying nominal brokerage charges. Internet brings new classes of investors to securities market.

Key Words:
Securities, Securities market, E-commerce, Dematerialization, Process of dematerialization, Advantages of dematerialization

PHYSICAL DEALING IN SECURITIES (Rematerialization)

V/S

ELECTRONIC DEALING IN SECURITIES (Dematerialization)

Earlier securities are traded in paper form which suffers from various limitations of getting distorted, misused, problem in physical handling etc. both on the part of company and investors. With the emergence of electronic conversion of share certificates i.e. dematerialization this problem has come to an end. This concept has really helped in boosting up the securities market, increased transparency, trading volume and investor confidence.
Dematerialization defined: - It is a process of conversion of physical share certificates into distinctive numbers in electronic form. In the process of conversion, the physical certificates from the investors are taken back by the company and an equivalent number of securities are credited to his account in electronic form.

Rematerialization: - Holding of shares in Demat form in the hands of investors is optional and an investor who has dematerialized his shares can send a Rematerialization requisition form to Depository participant for conversion of his shares to physical share certificates.

**OBJECTIVES OF THE STUDY**

(i) To study and analyze the process of dematerialization and investor opinion towards Demat processing.

(ii) To explain the advantages of Dematerialization and convince people to dematerialize their securities.

(iii) To know the problem faced by investor in dealing with physical shares.

(iv) To study the extent of reduction in customer complaints and redressal in stock trading system.

**RESEARCH METHODOLOGY**

The data compress of two parts -

Primary and Secondary -

The Primary data is collected from the investors on the basis of their perceptions to different securities available and awareness about the activities going on in securities market. The sources of secondary data comprises of books, journals, periodicals, reports, thesis and websites.

**REASONS FOR EMERGENCE OF DEMATERIALIZATION**

Stock Exchange experienced that the paper certificates are the main cause of investor disputes and arbitration cases, there are chances of receiving fake shares by the company; physical certificates can be stolen by anybody. Sometimes investor finds it difficult to receive share certificates on time if investor signature does not matches with the company records. Sometimes physical certificates also face the problem of delay in transfer. Physical certificates also create the problem of storing for the investors as there are chances of shares being stolen, torn, mutilated etc. The cost and time spent by brokers for rectification of bad deliveries tends to be higher as clients are spread on different locations.
PROCESS OF DEMATERIALIZATION –

1. DRF with Physical Certificates

7. Statement of holding

2. Set up electronic request

6. Credit in the BO account

3. DRF with certificates

5. Confirms electronic request

4. Access electronic request

Advantages of Dematerialization –

1. Elimination of bad Deliveries: - The chances of bad deliveries are completely eliminated since both transfer deed and share certificates are eliminated in depository system.

2. Elimination of all risks associated with physical certificates: - The problem of theft, forgery, signature mismatch, loss of certificates does not arise in demat form of securities.

3. No stamp duty: - There is no stamp duty for transfer of securities in depository system.

4. Faster settlement cycle – With the introduction of electronic form of settlement, Indian securities market have moved from 15 day long settlement cycle to T+2 settlement cycle where the settlement takes place on the 2nd day from the day of trading.

5. Faster Disbursement of non cash corporate benefit: - There is direct credit of non corporate benefits like rights, bonus etc to an investor account.

6. Reduction in handling of huge volume of paper: - NSDL has introduced a common internet based platform speed – e for clients to issue instructions to their DP’s through
internet. Clients can monitor the status of instructions given by them on speed – e on internet.

(7) **Elimination of problem related to change of address of investor, transmission etc.** Investors are saved from undergoing the entire change procedure with each company or registrar. Investors have only to inform their DP about the change along with necessary documents.

(8) **Convenient portfolio monitoring:** - Client can monitor portfolio by checking a single statement of holding online.

**Conclusion:** - If we have to expand our financial market, we must keep identifying and eliminating those components of clearance and settlement process that are paper intensive, error prone and time consuming. The dematerialization has played an important role in boosting Indian financial market. There are at present about 20 million demat account with both depositories namely CDSL and NSDL together. This is due to the regulatory requirement to deal only in demat form. Not having a demat account is the biggest entry barrier to securities market, thus affects investment by the investors. Through dematerialization of shares internet has set its feet in the securities market also.

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Digital Marketing: A new horizon of marketing

Rahul Agarwal¹, Devi Lal Hudda², Shantanu³

¹Biyani Group of Colleges, ²UCCS and IT Dept., ³Balaji P.G. College

Abstract

In this paper an attempt has been made to understand the concept of digital marketing, its pros and cons and its future scope. The paper focuses on the hypothesis that, Digital marketing helps in improving services at low cost and are liked by customers. The results of the study indicate that the digital marketing increase the efficiency of business and services. It reduces the time and cost as well as increases the financial capacity of the organization.

Technology, digitization, social media and mobility etc changed our lifestyle drastically. Digital marketing is a more viable option than traditional media. Digital marketing is the utilization of electronic media to promote the business services into the market by the organisation. The aim of digital marketing is to attract customers and allowing them to interact through digital media.

Digital marketing is a key feature of ongoing efforts to modernize the business services. It helps to build customers loyalty, attract new customers and up sell customers through their mobile channel, it reduce costs and improve customer relationship through digital engagement.

Key words: Digital marketing, electronic media, customer relationship
Impact of e-commerce on Tourism Industry with Respect to Business Performance

1Dr Rajeev K. Saxena, 2Priyanka Payal

1Associate Professor, Deptt. of EAFM, University of Rajasthan, Jaipur
2Research Scholar, Deptt. of EAFM, University of Rajasthan, Jaipur

ABSTRACT

In this paper, the effects of electronic commerce in the light of tourism industry business performance are examined. Tourism is an information-based industry it is one of the natural leading industries on the Internet. E-commerce is bringing new business opportunities to the global travel and tourism industry. Tourism-related institutions and Internet companies are joining to rap the potential market created by e-commerce. Drawing on associated literature and observed research presented in the form of a case study, this paper makes a contribution towards thoughtful and knowledge relating to small tourism businesses, their arrangement in e-commerce practices and significant interaction with destination marketing organizations.

Our propositions link the implementation of electronic commerce through information flow and speed of decision making to business performance. From these propositions, we have suggested a model of the impact of electronic commerce acceptance on business performance, the advantage of the buyers, the suppliers and the customers. The model implies a mediated link between electronic commerce and business performance of tourism industry. It is our view that the adoption of electronic commerce will heighten business activity and its overall performance.

Keywords: E-Commerce, Tourism Industry, Business Performance

INTRODUCTION

Online transactions in the travel and tourism industry are continuously increasing notwithstanding tough economic problems in this arena and fewer travelers overall. This industry is the foremost use in the B2C (business-to-consumer) arena. Information technology has acquainted with e-commerce through the development of the Internet and the World Wide Web. These amplifications have impacted both consumer and industry behaviour in the areas of travel and tourism. Consumers have more options regarding vacation and budget planning.

Almost three-fourths of online travel buyers used search engines earlier to making their purchases. In addition to the Internet, technology gadgets such as GPS’s, mobile phones, smart phones and hand-held devices have improved consumers’ tourism and travel experiences.
Information approachability regarding travel, destination, bookings, payments, hotels, attractions, and the quality of maps are areas for improvement.

Information and Communication Technologies (ICT) have affected the travel and tourism industry for at least 50 years, mainly in the areas of automation and networking of distribution channels. Local travel agents that used the global distribution system have accustomed marketing strategies and expanded services in order to understand increased competitive advantage. Local tourism business command and application of the Internet has allowed increased visibility in additional market segments. Businesses have increased services globally by registering with online travel agents, online advertising agents, and inter-organizational booking systems. In addition, many businesses have

Developed websites which proposal planning, booking and payment services online for added consumer suitability. Businesses that have not ready use of the Internet cannot compete and therefore they must grasp the prospect before they are out-competed by those that have.

The travel and tourism industry all over the world will have sites on the Internet; showing the appropriate marriage of two of the world’s fastest rising industries: information technology and tourism. E-travel is the foremost and fastest growing classification of e-commerce.

**OBJECTIVE OF THE STUDY**

H1: There is a significant association between E-commerce business network and organizational performance.

**FINDINGS**

The results specify that technology competency, firm magnitude, firm opportunity, web-technology investment, pressure intensity, and back-end usage have substantial influence on e-commerce custom. Between these variables, back-end incorporation is found to function as a facilitator. E-commerce understanding is found to sensible the association between e-commerce practice and business performance.

**CONCLUSION**

Hospitality and tourism is one of the industries that are utmost affected by digital progress. Transportation and accommodation companies are amongst the first ones to employ digital marketing techniques in their practices to involve populations and make guaranteed their customers have the best thinkable away-from-home experience. In order to achieve healthy and gain competitive advantages, companies in the travel industry are always beholding for the
newest and supreme ways to reach their buyer persona and modify their contribution to their target audience.

Digital intake today is very dissimilar from what it used to be, even a few years ago. The use of mobile devices is on the increase and the condition is no different for the tourism industry. Furthermore, it might be even additional deal-breaking since people use numerous devices to book their airplane tickets and hotel rooms. Due to that fact, there is a developing tendency of mobile-only travel agencies (MTAs). These companies offer travellers the ability to book tickets done downloadable mobile/tablet-exclusive apps. Although presently most of those services are concentrating on tonight-only reservations made by explorers on the go, in the forthcoming, we can imagine to see an emergence of full-service mobile travelling organizations.

A higher degree of acceptance of electronic commerce and its linked increase in interactive search will rise the speediness of the decision making process. The suggested future research in this area is to enlarge the presentation of channel enactment in electronic commerce and measure the development in efficiency that organizations would recognize by piloting business in this atmosphere.

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Ecommerce –“A Trading Revolution”

Ms. Nidhi Gupta¹, Ms. Neha Tiwari², Ms. Nidhi Khandelwal³

¹,²,³ Assistant Professor, Dept. of Information Technology, Biyani Group of Colleges, Jaipur, India

ABSTRACT

With the changing business sector situation and conservative development, the interest for online shopping as expanded. Blast of e-business has changed the purchasing examples and inclinations of clients. The essential brands are additionally moving towards e business innovation for expanded sale of their items. There is most likely about it that ecommerce has made the exchanges smooth, quick, faster and simpler. Both the dealers and the purchasers get profited by his innovation. As we as a whole are aware that Commerce and Business are the spines of a nation's improvement, on the off chance that they were bolstered by the electronic innovation and devices like e-trade, it will make ponders in the prudent growth of the nation. A vital piece of e-commerce is web based shopping. It helps from various perspectives both parties, the purchaser and the merchant. The e-commerce innovation and the use of online shopping as expanded in gigantic routes in India. Today practically every huge organization has received these technologies to expands deals, to make marking everywhere throughout the globe. Internet shopping in India saw a 128% development in enthusiasm from buyers in 2012 when contrasted with the earlier year, as per over again report. The development was just 40% somewhere around 2010 and 2011, said the report accumulated by Google and TNS Australia. The report utilized information from Google Trends and an example review of 800 clients in November 2012. Buyers were most intrigued by clothes and extras (30%) and consumer electronics (34%). Different classes that Indians hunt down online were Books (15%), Beauty &Personal mind (10%), Home and outfitting (6%), Baby items (2%) and social insurance (3%). The present paper is an endeavor to concentrate on the late patterns, impacts, inclinations of clients towards e-business and internet shopping and to give the proposals for the change in online shopping websites.

Keywords:- Ecommerce, Online Shopping, Business, Internet
Opportunities & Challenges for E-Commerce in India

Yashu Shrivastava
Assistant Professor, Biyani Group of Colleges, Jaipur

ABSTRACT:

E-commerce is a type of business in which buying & selling of goods is completed through the electronic network which is very beneficial for the consumer now a days. E-commerce has allowed business enterprises to open a market platform or to increase an existing market situation by giving a easy and more effective distribution chain for their goods or services. When a customer purchase a good or get service through online, they participate in e-commerce. With the help of e-commerce, business has become very convenient for consumers. There are many electronic sites which are giving bad services to respective consumers for providing best quality and price. Amazon, flip cart, snap deal, Yepme, myntra, and Jabong are some best online sites which are providing best quality products to their consumers. The purpose of this study is show and explain opportunities & challenges for E-commerce in India in future which challenges will going to be arise in online business in near future. This study will tell how e-commerce can play a competitive role in business field so it has a great scope and opportunities in India.

Keywords: E-commerce, distribution, consumers, opportunities & challenges

INTRODUCTION:

According to survey, India got rank 3rd for online shopping & using credit card for doing transactions. Indian citizens are now third biggest users of credit cards for making cash payments. This data shows how online business is spreading now days among society. There are so many sites which are proving good quality products to consumers. Now a day people are very busy with their work & communities. They have very less time for spending their time in purchasing goods in market. In that situation E-commerce is a best option for getting goods & services at home for every person. A person can utilize his time through the online shopping.

The most well known form of E-commerce is known as -

- Business to consumers (B2C) this is use by private consumers where they receive their products through mail.
opportunities and challenges in e-commerce and digital marketing

- Another category of E-commerce focuses on exchanging between companies which is known business to business (B2B). It is done between manufacturer, wholesaler & retailer.

- The last category of E-commerce involves transactions from consumers to consumers (C2C). EBay is a good example of this category.

The numbers of customers are increasing day by day in India and internet has become an integral part of growing business. So scope and opportunities of E-commerce are very vast in India.

opportunities & challenges for e-commerce in india-

In India offline business has become difficult for both retailers and consumers. Asset is expensive, according to quality infrastructure is not good and market area became heavily complicated. Because of this the future of online business is going to become very bright. It is taking big portion of the market segment. It is also very catchy for retail business man to enhance their business & market.

opportunities & challenges -

With 250 million internet users, the Indian online business is a land of opportunities for business man and it's also a good platform for online business. Many online sites provide better opportunities in getting different option for selection to consumers. But it is a big challenge for all sites to provide better payment mode to all type of consumers.

Delivery of goods in distance area is another big problem for consumers. So opportunities should be provided by websites for getting goods at the right time because it is a big problem in online business which is faced by consumers.

Another challenge to consider in this field is, using low internet facility in India. The internet users are very few here, which is a very big challenge in front of online business. So education should be provided about the use of internet.

In spite of the big opportunity because of the region and growth of the market, E-commerce is the big market in India which has its own challenges in business world.

some challenges for e-commerce in india

- Lack of habit of using credit cards in India.

- Delivery of goods should be on time.
Opportunities and Challenges in e-commerce and Digital Marketing

- Many facilities should be provided by online sites.
- Enhance option to increase the number of online users.
- Many schemes should be provided by online business.

Major sites in Electronic business

In 2015, the largest E-commerce companies in India were -

- Amazon. in
- Flipcart.com
- Snapdeal.com
- paytm.com

Other E-commerce sites which are providing best services to consumers:

CONCLUSION:

E-commerce is a challenging in India in business field. But it has its own opportunities & challenges. This paper focuses on different opportunities and challenges in electronic business. In business field E-commerce is a fastest business option for the consumers. When online business fulfills its challenges then consumers will get complete satisfaction from this and the future will be very bright of online business in India.

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Prospect of E-Commerce in India

Ms. Payal Khandelwal¹, Ms. Achala Sharma², Ms. Harshita Bhati³

1,2,3 Assistant Professor, Dept. of Information Technology, Biyani Group of Colleges, Jaipur, India

ABSTRACT

E-Commerce alternately e-Commerce, is those exchanging alternately assistance from claiming exchanging in results or administrations utilizing PC networks, for example, those web alternately internet social networks. E-commerce is absolutely a standout amongst those business choices that one will must investigate later on. E-commerce may be said will realize standard shift in the globe to exchanging. Figure e-commerce will be indicating colossal benefits of the business development previously, our nat. Sponsored Toward expanded web client build & cell phone presentation, Indian e-commerce need seen amazing development in the last couple of a considerable length of time. Acknowledging India’s demographic profit & climbing web accessibility, those division may be slated will scale more amazing statures. Although, India’s in general retail chance will be considerable, those division may be assail for a few genuine Tests. Those introduce contemplate need been embraced will portray those display status & future development about e-commerce in India. Dissect those display patterns of e-commerce on India & inspect those tests & chances about e-commerce on India.

Keywords: E-commerce, Online retail, Increasing internet users, Electronic fund transfer.
E commerce: the cutting edge by Internet Marketing

Dr Niharika Maharshi* Richa Khunteta**
*Associate Professor, Jaipur National University, Jaipur
**Research Scholar, Jaipur National University, Jaipur

Abstract -

Net selling is a remarkable topic primarily for researchers within the field of promoting. It’s a brand new method of promoting a product/service globally to the targeted market round the globe. This paper came up with an approach regarding net selling in electronic commerce; showing however advertisers want this innovation to be victorious. Within the past 10 years, the net population varied a lot: thirty % of midsize firms were calculable to form use of the net for selling functions by the year 2000. In 2003, the primary generation of net users was contemporary graduates - quick to induce the ideas of online commerce and looking. Major investments in China were conjointly created by international E-commerce firms at that time; written agreement systems were created for higher trust in patrons and sellers. The computer network is associate degree electronic technology that is an efficient suggests that for selling hotels and it conjointly develops client relationship within the long. The net permits companies to open an internet website in associate degree electronic mall have their merchandise out there to variant potential customers and solely in a very short fundamental quantity. GE, IBM, Ford, Kraft, and Proctor & Gamble were the primary to register “domain names”.

Keywords: E- commerce, innovative, net selling

Introduction :

Digital promoting, internet promoting, on-line promoting, or e-marketing. Because the name clearly signifies, it’s the advertising of services and product over the mighty net. However, it conjointly implies promoting through the wireless media and through E-mail. ECRM [Electronic client relationship management] systems are considered on-line promoting. IM have to be compelled to be technical, as well as, ingenious through its style, development, and advertising. This paper may be a secondary analysis relating to however E-commerce however slowly and surely shaped a region of our daily lives it issues completely different facet of advertising in terms of electronic commerce.

The Almighty Net
During the last decade, the Net population has seen a substantial quantity of variation. Associate logical thinking of concerning fifty to extend of the planet Wide net (WWW) per quarter and also the numbers of internet sites double each eight weeks. A thirty four exploit midsize organizations and sixty two exploit major huge organizations were found mistreating net for promoting functions by 2001. In 2003, the primary generation of net users was recent graduates - quick to induce the ideas of E commerce. Investments were created at vast level in China by the large guns within the field of E-commerce. The edifice business currently face market challenges and business travellers demand a lot of for the online in terms of knowledge and booking of hotels. The web is associate electronic technology that is a good means for promoting hotels and it additionally develops client relationship within the long. The net permits companies to open an internet website in associate electronic mall have their product offered to scores of potential customers and solely during a short period. The primary ones to register Domain names were IBM, P and G, Kraft

**Execs of the net :**

Most people worldwide will use the net since it's cheap and simple to access. Searching over the net is convenient as there's no time restriction, it's comfy since it's during a user friendly surroundings and there's conjointly an immediate satisfaction of ordering, paying and delivering. A matched basis, as well as, a 2 manner communication with customers through the net is feasible. Enhancing whole image, making awareness and providing client service are additional vital than simply merchandising the merchandise or entertaining customers. With higher technologies, firms will produce a stronger whole image and therefore increase sales. It’s easier to induce customers’ feedbacks and use them to enhance. On the opposite facet, it's easier for patrons to receive a sort of acknowledgement; feeling that they didn't waste their time.

**Prospering websites :**

Successful websites suggests that to possess one innovative visual into reality. The homepage ought to be simply directed and clear... Moreover, it should perpetually updated with recent happenings concerning the company; customers wish to see amendment within the web site

1. Segmentation- this can be totally different from the standard segmentation as a result of the purchasers return to you, they initiate management data flow and management content of communication chance is aboriginal for shoppers
Opportunities and Challenges in e-commerce and Digital Marketing

2. Complete Strategy – Usually the product don't seem to be accessible on the online website and shoppers would be indecisive before obtaining that individual product., Recognized vendors ought to be mentioned. Believability is very important for each sellers and product.

3. Product rating Strategy internet buyers differentiate by the advantages and quality of the products/services. Else, an occasional worth strategy would accept value advantage and high volume.

4. Supply Strategy - a direct-to-customer mechanism may be a necessary half to be met. To be sooner than competitors one must always strive one thing totally different and innovative approach for this department.

5) Sales Strategy - this relies on the market research and client preferences. A “frequently asked questions” (FAQ) section is should for the data processor and high-level promoting officers ought to even be concerned for a stronger promoting message for the company’s slogan.

Discussion:

In the literature reviews, there's no negative growth of the web; in truth all the authors refer the web because the new trend of this generation. However, ancient marketers somehow don't wish to admit that the planet modified. They’re slow in taking benefits of latest opportunities bestowed to the. B2B-enhances provides chain method got to pay abundant attention to real-world business method, adapt machine-driven systems to business behavior and mingle content and technologies with crucial data systems. An easy company is dynamic toward this new era of innovation in e-commerce since corporations wish to scale back waste, order-to-delivery cycle time and cost. As a result of they require to develop versatile response, there's a requirement for web facilitate and thus IM. There’s tiny low quantity of E-shoppers however this can be as a result of IM is simply another channel of merchandising and not a substitute of the normal ones.

Conclusion:

The Internet network may be a promoting channel use by advertisers, marketers, and society to seek out the proper combination of selling combine to best suit customer’s wants. It’s vital for a corporation of this era to own access to the web to be additional winning. Net promoting doesn't solely target shoppers; however additionally net advertisements shopper marketers from corporations. This is often thus as a result of corporations opt to rent specialist in making an online web site. Folks forever realize themselves beneath stress of operating long hours and those they don't have enough time for social activities or perhaps looking. They so develop this
new millennium wherever IM through E-commerce becomes a part of everyday factor and routine for them. E-mail is as illustrious as marketing in supporting E-commerce activities. Most purchasers feel that this new media may be a success in regard to ancient promoting advertising. However, it ought to be used with different media for a more practical promoting tool. Net promoting can become even additional vital within the future. As additional corporations can have access to the web, they'll begin doing business over the web. China’s economy are going to be in another dimension with E-commerce wherever client focus, accountable business practices and innovation are the determinants of success and not client relationship. With a decrease in communication costs, additional customers can shift to the web similarly.

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E-Trading of Carbon Credits (CERs) :
A New Dimension of E-Commerce

Lokesh Agarwal
Research Scholar, Deptt. of ABST, University of Rajasthan, Jaipur

ABSTRACT
In recent time, this global warming issue is given a serious thought. Industries and Governments across the globe are coming forward with dynamic ideas to combat with this devil of global warming which in return are creating various golden opportunities for new industries to emerge in form of some initiatives like carbon footprints, carbon credits, green projects, sustainability reports etc. Industries in order to fulfill their social responsibilities are taking initiatives towards these projects and making huge profits in return.

Carbon market is master brain of Kyoto protocol which includes an arrangement for controlling carbon emission. In the protocol, a maximum limit for GHG emission was set, preferably known as ‘CAP’ or quotas. All the countries committed under this protocol are mandatorily required to cut down their emission to this prescribed cap. If their emission crosses the limit, they need to buy carbon credit certificates for further emission or need to pay charges known as carbon tax.

This new market comes up with a golden chance for developing countries to earn huge profits by selling their unused credits. This paper reveals that Indian industries have a wide range of market under this concept and e-trading for this will be fruitful for Indian industries. These carbon credits are tradable even in stock market just like any other commodity. In India, multi commodity exchange allows the trading of carbon credits.

KEYWORDS: Carbon Credits or Certified Emission Reduction (CERs), Carbon Markets, E-Trading of Carbon Credits

INTRODUCTION :
What is Carbon Credits: - The Kyoto Protocol in 1997 gave birth to idea of carbon credits. Carbon Credits place a monetary value on the cost of polluting the air. Carbon credits are a key component of national and international emission trading schemes that have been implemented to mitigate global warming. These credits are tradable in international market at the prevailing market price. Credits can be used to finance carbon reduction schemes between trading partners and around the world. Some important features of Carbon Credits are:

1. The “currency” for this trade is called Carbon Emission Reduction (CER) commonly called as Carbon Credits.
2. One unit of CER is equivalent to the reduction of one metric tonne of CO2 or its equivalent mass of another greenhouse gas, such as methane or nitrous oxide.
3. Symbolically: 1 CER = 1 tonne of CO2 (or equivalent gases)
4. Carbon Credits are just like a tradeable commodity or a stock which is issued in the form of a certificate. For example: If a project generates energy using wind power instead of burning coal, and in the process saves, say 50 tonnes of carbon dioxide per year, it can claim 50 CERs (One CER is equivalent to one tonne of carbon dioxide reduced).

Selling carbon credits is a way to help businesses that routinely engage in carbon-intensive activities to manage their carbon footprint. This includes businesses that focus on electricity generation and transmission, transportation and manufacturing. Emissions trading are a market based system that allows firms the flexibility to select cost effective solutions to achieve established environmental goals. Emission trading will allow countries and individual companies to buy and sell carbon created by activities that reduce the level of Green House Gas emissions. Since carbon dioxide is the principal greenhouse gas, people speak simply of trading in carbon. Carbon is now tracked and traded like any other commodity. This is known as the "carbon market." Carbon credits are traded at CO2e exchange in UK, European Climate Exchange, Chicago climate Exchange (CCX) and Multi Commodity Exchange (MCX) in India.

**OBJECTIVES**

1. This study is primarily focused on the carbon trading with an objective to create awareness about this golden era of digital marketing.

2. This study suggests a huge revenue market for Indian industries in E-trading of carbon credits.

**TRADING IN CARBON CREDITS (CERs): Figure: Carbon Planet**

![Carbon Planet Diagram](https://wbcarbonfinance.org/Router.cfm?Page=Proiport)

Source: [wbcarbonfinance.org](https://wbcarbonfinance.org/Router.cfm?Page=Proiport)
For emissions trading where greenhouse gases are regulated, one emissions permit is considered equivalent to one metric ton of carbon dioxide (CO₂) emissions. Other names for emissions permits are carbon credits, Kyoto units, assigned amount units, and Certified Emission Reduction units (CER). These permits can be sold privately or in the international market at the prevailing market price. These trades are settled internationally, and hence allow permits to be transferred between countries. Each international transfer is validated by the United Nations Framework Convention on Climate Change (UNFCCC). Each transfer of ownership within the European Union is additionally validated by the European Commission.

Emissions trading (ET) enables countries to buy and sell emissions allowances to complete their emission targets. At present, in the European exchanges, futures contracts in carbon credits are actively traded. At present, Most of the country’s trade in future markets to manage the price risks associated with trading in carbon credits and other related risks such as project risk, policy risk, etc. Due to these risks associated with carbon credits, trading of carbon credits in future markets has emerged as a great weapon. Currently, public utilities, project participants, brokers, banks, manufacturing entities, and others actively participate in futures trading in environment-related instruments.

In India, there are two important Commodity exchanges trading in Carbon Credits we have a better platform to trade in CERs. These Exchanges are:

1. Multi Commodity Exchange (MCX)
2. National Commodity and Derivatives Exchange (NCDEX)

Multi Commodity Exchange (MCX) is India’s largest commodity exchange. It has launched futures trading in carbon credits. It is Asia's first-ever commodity exchange and among the select few along with the Chicago Climate Exchange (CCE) and the European Climate Exchange to offer trades in carbon credits. India expects integration of its market with the global market in order to get best practices in emission trading and to get better prices for their carbon credits. The Indian exchange also expects its tie-up with CCX.

On 11th April 2008, National Commodity and Derivatives Exchange (NCDEX) also has started futures contract in Carbon Trading for delivery in December 2008.

MCX is a platform for futures exchange where traders get prices for the carbon delivery in next five years. But this exchange is exclusively for Indian companies. Every year, in the month of December, the contract expires and at that point people who have bought or sold carbon will have to give or take delivery. Deal can be done before December but mostly people wait for December to get better prices.
Small businesses and individuals selling carbon credits typically work through a broker, called an offset aggregator (who is responsible both to you and to the CCX, “bundles” multiple small projects into one large project and handles all carbon credit sales.) instead of working directly with the CCX. The reason is that the income small sellers realize from selling carbon credits most often does not offset the costs of joining and doing business directly with the CCX. Contact the CCX to locate an approved offset aggregator specific to your industry.

**Markets for Carbon Trading**

*Figure 2: Currently, there are six exchanges trading in UNFCCC related carbon credits: the Chicago Climate Exchange (until 2010), European Climate Exchange, NASDAQ OMX Commodities Europe, PowerNext, MCX and the European Energy Exchange.*

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**CONCLUSION:**

This study suggests in brief that Carbon trading has emerged as an effective tool to earn extra benefits by developing and non-developed countries. Although India is one of the greatest beneficiaries of carbon trading, it still does not have a proper mechanism and guidelines for trading in carbon market leaving many opportunities untouched. In order to take advantage of this new concept to its fullest, proper accounting practices must be established. Carbon Trading will create great opportunities in India Market and this will definitely accelerate Indian economy. If we take a view on some headlines of daily newspapers, we will find that this
carbon market has opened totally new dimensions of opportunities for the industries and investors. Still there is no proper accounting framework and guidelines for recording this revenue.

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Issues and Challenges of Micro Insurance

Dr. Devika Agarwal
Head- Trainings and Placements, Assistant. Professor
Biyani Group of Colleges, Jaipur (Rajasthan)

ABSTRACT

With the advent of globalization and industrial growth, India’s middle, working class is growing rapidly but approximately 68.84 percent of the population is still rural, often very poor, and handicapped by poor health, health services, and low literacy rates. Economic, social and natural factors contribute to the risk level and their risk management capability is so low that it hinders all their efforts and struggle to come out of poverty. To facilitate the millennium development goal of financial inclusion, a relatively new concept of “Micro insurance” has been coined to promote financial stability, mobilize savings, enable risk mitigation, foster efficient capital allocation and act an instrument to substitute for and complement government security schemes. However, Micro insurance is at a preliminary stage and to improve its efficiency and outreach, different distribution channels should be tapped; innovative selling prepositions along with simpler policy document may be generated. Immediate claim settlements and proper infrastructure facilities may help in its penetration.

Keywords: IRDA – Insurance Regulatory and Development Authority, SHG- Self Help Group, BPL- Below the poverty Line, MI- Micro Insurance, NGO- Non Government Organizations, MFI- Micro Finance Institutions.

Introduction:

Micro insurance, commonly called insurance for the poor, is the provision of insurance services to low-income households, which serves as an important tool to reduce risks for the already vulnerable population in exchange for regular premiums payments proportionate to the likelihood and cost of the risk involved. In 2002, IRDA made it mandatory for all the Insurance companies to sell a certain percentage of policies in the rural areas and the stipulated number of lives to be covered in the social sector and in 2005, Micro Insurance concept came into existence. Regulations of IRDA were made regarding the Product Policy and appointment of SHGs, MFIs and NGOs to act as Insurance agents.
Various types of MI are being provided to the poor like Life, Health, Crop/Weather, Property, Disability and Unemployment.

**Scope of the study**

The concept of Micro insurance can be an important instrument of financial inclusion and dealing with its issues and challenges are vital in unveiling the innovative techniques for its deeper penetration and greater impact to help mitigate risk of the poor and drag them out of this vicious trap.

**Objective of the study**

To study the issues and Challenges in implementation and penetration of Micro Insurance schemes and understand the reasons behind the gap between its demand and supply.

**Research Methodology**

The study is based on the collection of secondary data and primary data collection through observations, interview and questionnaire done with the unorganized workers in urban slums and BPL families in the rural areas. A null Hypothesis $H_0$ was set stating that Micro Insurance schemes are not helping the target group in their Socio-economic upliftment.

**Issues and challenges**

The government has tried to adopt significant role in order to support Micro Insurance by providing appropriate Legal Framework environment, investment in Infrastructure facilities and capacity building by sharing the burden of premium payment. Despite government intervention, there is a tremendous gap between the demand and supply of micro insurance due to lack of proper infrastructure facilities available to private insurance companies and the lack of willingness due to high transaction cost and difficult ground level realities. Though the literacy level in India has gone up to 74.04% in 2011 from 65.38% in 2001, the research showed that 60% of the respondents were literate but showed signs of financial illiteracy. There is vast unawareness regarding the benefits and concept of MI and payment of premium is treated as an unnecessary financial burden.

The major reason behind the indifference towards micro insurance schemes is the complex nature of the policies, difficulty in understanding the fine print of the policy, gap in the types of policy demanded and supplied, red tapeism, high operational cost for the insurance
companies, poor after sales service and difficulty in claim settlements. There are improper distribution channels and cumbersome procedures to be followed.

Conclusion and Suggestions

MI can definitely prove to be one of the major tools of risk aversion and mitigation for the poor and may play a vital role in financial inclusion. However, few suggestive measures should be taken in consideration to make MI more viable and effective. Following are the few suggestions for deeper penetration and effective implementation of MI

1. A Customized Product design should be made catering to the needs of the target group.
2. Immediate delivery of benefits and settlement of claims should be done.
3. The policy design should be “SUAVE”, i.e. Simple, Understood easily, Accessible, valuable and efficient.
4. Consumer protection though regulations, specific complaint systems and Financial Literacy should be done.
5. No communication Gap between insurer and insured regarding the policy details.
6. New Distribution system- Partner agent model, Full service model, Micro Agents model, Community based model etc. should be adopted to generate deeper penetration.
7. ‘Mutuals’ like common family umbrella for lower premiums may be encouraged.
8. Simpler and effective claims settlement to generate client faith and stability.
9. Measures should be adopted to reduce gender bias.
10. Online technology should be used for policy processing like SMS, social networking etc.
11. Insurance to be linked with Loans so as to reduce the risk of bad debts.
12. Use of local language in the Insurance policy paper to make it more understandable.
13. Reduction of service tax on Micro insurance may reduce its cost.
14. Increase in infrastructure facilities- more branches etc will also help in increase of clients.
17. Support of local NGOs, SHGs, doctors, Sarpanchs and other influential people may be taken to generate awareness.

Target Group Occupation

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E- Business and Banking Industry: - An Analysis (A Study of ICICI Bank in Rajasthan)

Dr. Ankita Chaturvedi¹ and Ms. Sakshi Joshi²

¹Head, Department of Accounting and Taxation, the IIS University, Jaipur.
²Research Scholar, Dept of Commerce, the IIS University, Jaipur

ABSTRACT:
In India the financial services sector is growing at a very fast rate. This well deserved growth has created the need of e-business. E-business is no longer considered as an option by banks but a must do to remain competitive. E-business refers to the fundamental reengineering of business model into an Internet based networked enterprise. It involves business processes that span through the entire value chain, electronic purchasing and supply chain management, processing orders electronically, handling customer services and cooperating with business partners. The purpose of this study is to examine understand how the adoption of e-business can benefit the banking industry, explore barriers to adoption of e-business and describe the challenges encountered in the adoption of e-business. The data is collected through a structured questionnaire from 100 employees of ICICI Bank, selected randomly from different branches of the bank in Jaipur.

KEYWORDS: E-Business; barriers; challenges; benefits.

INTRODUCTION:
Electronic business (e-business) is a major force in the global economy. E-Business provides the online business; it’s very faster and cost effective as compared with the traditional business. The increasing use of E-Business in the banking industry (BI) has increased competition within the industry. Due to the introduction of e-business in the banking industry, the entry barriers to the industry have been lowered as the demand for fixed assets in order to start up a bank has decreased. This has opened up the banking industry to competition from other actors in the financial markets, as can be seen from many of the banks, where an insurance company has entered the banking industry. The introduction of information and communication technology in the banking industry has also entailed that in banking, and especially e-banking, power has shifted away from banks to their customers, by allowing the customers to shop around for the best price for products.

REVIEW OF LITERATURE:
This literature review was also conducted to help put the research methodology in a better conceptual framework. In this regard the review focused on: the evolution and definition of e-
business; processes of e-business adoption; benefits, barriers and challenges to e-business adoption.

E-Business probably began with electronic data interchange in the 1960s (Zwass, 1996). However, (Melao, 2008) suggests that it was only in the 1990s, primarily via the Internet, that e-Business has emerged as a core feature of many organizations. In his opinion, the hope was that e-Business would revolutionize the ways in which organizations interact with customers, employees, suppliers and partners. Some saw e- Business as part of a recipe to stay competitive in the global economy.

The article published by Rahmath Safeena, Hema Date and Abdullah Kammani in January 2001, states that, the various areas where the banks are preparing to use e-business approach include familiar and relatively mature electronically based products in developing markets, such as telephone banking, mobile banking, credit cards, ATMs, and direct deposit. This means that most of the banks have recognized the need to change their business process to conform to changing business trends in order to keep up with competition.

Karjaluoto in 2002 indicated that banks have the choice to offer their banking services through various electronic distribution channels technologies such as Internet technology, video banking technology, telephone banking technology, and WAP technology. They also indicated that Internet technology is the main electronic distribution channel in the banking industry. In other words, e-banking as an online banking that involves the provision of banking services such as accessing accounts, transferring funds between accounts, and offering an online financial service. Chiemeke (2006) conducted an empirical investigation on adoption of e-banking in Nigeria. The study identified the major inhibiting factors to Internet banking adoption in Nigeria such as, insecurity, inadequate operational facilities including telecommunications facilities and electricity supply, and made recommendations on how Nigeria banks can narrow the digital divide. Also, the report revealed that Internet banking is being offered at the basic level of interactivity with most of the banks having mainly information sites and providing little Internet transactional services.

**RESEARCH METHODOLOGY:**

In order to understand the current state of application of E-Business in the banking industry in Rajasthan a survey was conducted in ICICI bank. The benefits, barriers and challenges of the E-Business were measured by a questionnaire answered by the bank employees.

**STUDY SAMPLE:**

For the bank employees, (100) Questionnaires were distributed and retrieved to the employees of ICICI bank in different branches all within the capital city Jaipur.
OBJECTIVES OF THE STUDY:

The study objectives are to:

- Identify the benefits of e-business to the banking industry;
- Explore barriers to the adoption of e-business in banks; and
- Describe the challenges encountered in the adoption of e-business.

RESULTS AND ANALYSIS:

The 5-Likert scale has been used in the questionnaire with the following values: highly agree (5), agree (4), approximately agree (3), disagree (2), and completely disagree (1). The mean of the different questions were calculated. It was considered that the employee agree on a given statement when the mean is (3.5) or more. A mean below this value, indicate a negative response. The joint mean for all statements was also calculated to be considered as the factor of analysis (reference).

Table 1: Benefits of e-business

<table>
<thead>
<tr>
<th>S. No</th>
<th>Questions</th>
<th>Mean</th>
<th>Overall Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Improvement in internal and external communication</td>
<td>3.49</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Value creation or value enhancement</td>
<td>3.64</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Aid in excellent customer services delivery</td>
<td>3.8</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Speed and efficiency</td>
<td>3.58</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Expand geographical reach and network operations</td>
<td>3.94</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Add value to the business and create competitive advantage</td>
<td>2.84</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Increased staff confidence at work</td>
<td>3.76</td>
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</tr>
</tbody>
</table>

EMPLOYEE QUESTIONNAIRE ANALYSIS AND RESULTS:

From Table 1, it is noted that the employees:

- Agree on the Improvement in internal and external communication, Value creation or value enhancement as a benefit of the adoption of e-business.
- Agree that the Aid in excellent customer services delivery by their bank provides the best benefit for the adoption of the e-business.
- Believe that the e-business adoption helps in enhancing the Speed and efficiency of their banking service.
Believe that adoption of e-business will help in expanding the geographical reach and network operations and will add value to the business and create competitive advantage.

Strongly agree for the increased staff confidence at work as the benefit of adoption of the e-business.

Table 2: Barriers of e-business

<table>
<thead>
<tr>
<th>S. No</th>
<th>Questions</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Employees viewpoint about the Barriers of adoption of e-business</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Enabling factor such as ICT skill for qualified personal</td>
<td>2.72</td>
</tr>
<tr>
<td>2.</td>
<td>Security and trust factors</td>
<td>3.55</td>
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<tr>
<td>3.</td>
<td>Network infrastructure and internet-related support services</td>
<td>3.82</td>
</tr>
<tr>
<td>4.</td>
<td>Cross-country legal and regulatory difference</td>
<td>3.66</td>
</tr>
<tr>
<td>5.</td>
<td>High cost equipment and network software</td>
<td>3.7</td>
</tr>
</tbody>
</table>

Overall Mean: 3.49

EMPLOYEE QUESTIONNAIRE ANALYSIS AND RESULTS:

From Table 2, it is noted that the employees:

- Believe that the enabling factor such as ICT skill for qualified personal doesn’t work as barriers, whereas security and trust factors and network infrastructure and internet-related support services, cross-country legal and regulatory difference, and high cost equipment and network software work as the barriers of the e-business adoption.

Table 3: Challenges of e-business

<table>
<thead>
<tr>
<th>S.No</th>
<th>Questions</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Employees viewpoint about the challenge of adoption of e-business</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Security concerns</td>
<td>3.61</td>
</tr>
<tr>
<td>2.</td>
<td>Availability in communication in infrastructure</td>
<td>3.52</td>
</tr>
<tr>
<td>3.</td>
<td>Knowledge of IT and e-Business</td>
<td>3.2</td>
</tr>
<tr>
<td>4.</td>
<td>High cost associated with investment in ICTs</td>
<td>3.53</td>
</tr>
<tr>
<td>5.</td>
<td>Reluctance on the part of companies to network with other enterprise</td>
<td>2.98</td>
</tr>
<tr>
<td>6.</td>
<td>Lack of executive support</td>
<td>3.42</td>
</tr>
<tr>
<td>7.</td>
<td>Increased pace in technological advancement</td>
<td>3.8</td>
</tr>
</tbody>
</table>

Overall Mean: 3.437143

EMPLOYEE QUESTIONNAIRE ANALYSIS AND RESULTS:

From Table 3, it is noted that the employees:
• Believe that the Security concern, the availability in communication in infrastructure, knowledge of IT e-Business, lack of executive support and increased pace in technological advancement is the challenge for the adoption of the e-business and Reluctance on the part of companies to network with other enterprise is not highly considerable challenge.

CONCLUSION:

The scope of E-Business is as wide as an ocean & thereby the implementation hurdles. When one thinks of the Electronic Business, even though final goal remains the same as that of the traditional business, but the way in which they function in order to improve the performance is different. As information sharing is the major part of the banking industries, networking has given boost to E-Business. This change in view-point has opened door for new opportunities. Banks agree that adopting e-business as a strategy is one of the important steps the banks have taken in their development due to the tremendous benefits e-business adoption provides. According to them their perceived benefits include convenience to customers, speed and quality of service, reduction of queues in banking halls. Every benefit comes with challenges and barriers, therefore, the benefits of the banking sector are also backed by some challenges and barriers like; Security and trust factors, Network infrastructure and internet-related support services, High cost equipment and network software, Knowledge of IT and e-Business, Increased pace in technological advancement and Reluctance on the part of companies to network with other enterprise.

REFERENCES


A study of Internet Marketing Research in Business Decision Making
Anamika Choudhary

JIET Group of Institutions, Jodhpur

ABSTRACT:
This paper deals the conceptual knowledge of search engine marketing (SEM) or e-commerce, literature review, current and future aspects of e-commerce. The paper examines the role of the Internet in marketing research and its implications on the business decision-making processes. Although companies conduct a variety of research methods in an offline environment, the paper aims to stress the importance of Web opportunities in conducting the Web segmentation and collecting customer data. Several data collection and analysis methods/techniques are discussed that would help companies to take advantage of a Web as a significant corporate resource.

KEYWORDS: E-marketing, Business Intelligence, Web segmentation, E-commerce

1. INTRODUCTION:
Business Enterprises (SBEs) do play a major and important role in today’s world economy, and they are recognised as one of the main contributors to economic, development and employment growth. For the past few decades, businesses are witnessing the intensity of rapid changes in usage of information technologies (IT), for the business decision-making purposes. Previous studies showed that, in the 1990s, businesses used to perceive the Internet mostly as a communication tool - referring to the e-mail and multimedia capabilities, sending or downloading documents, etc. (Poon, Swatman, 1997), or to fulfill some primary commercial functions, such as gathering information by exploring other Web sites; providing customer support and conducting online transactions (Soh et al., 1997). A variety of methods and techniques based on the Web and customer relationship management play a vital role in marketing research.

2. BUSINESS INTELLIGENCE:
Business Intelligence (BI) refers to various software solutions, including technologies and methodologies needed to acquire the right information necessary for the business decision-making with the major purpose of enhancing the overall business performance on a marketplace (Wang, Wang, 2008). Figure 1, Business Intelligence integrates many of the business processes (enterprise resource planning, supply chain management, customer relationship management…) into a variety of applications that serve the primary source of data, which can be extracted and with the help of BI tools, such as reporting, OLAP, data mining, etc., turned into valuable information (analytics) that the companies base their decisions upon.
3. INTERNET AS A RESEARCH TOOL

The Internet is a far cheaper and easier medium for conducting research and has a number of other benefits. They include an opportunity to survey a high number of respondents at once, ease of conducting a survey in a couple of clicks, inexpensive respondent reach (larger sample), pre-screened panels (prompt responses to online questionnaires), or rapid turnaround (research and results in a short period of time).

When analyzing data collection techniques, it is important to note that there is a growing trend of administering. The Web-based data collection methodologies that have numerous advantages over other data collection approaches (Albrecht, Jones, 2009).

4. WEB SEGMENTATION

It is impossible to develop and market products that always comply with mass consumer needs. As it is well known, products and services differ from company to company and usually require customization. The importance of segmentation lies in the ability of recognizing the specific homogenous segments that represent the target groups so that the company can develop and serve each segment appropriately, i.e. depending on the needs of those customers that represent each segment. The situation seems similar in both the offline and online environment. However, Louvieris and Driver (2001) pointed out the difference in Web segmentation criteria that distinguish the Web segmentation from the traditional one. While the traditional approach requires the segment to be measurable, available, attractive, big, and different and stable enough, the Web segmentation lies on the principles of interdependence of criteria that also indicate scalability and adaptability. The Figure 2 demonstrates the connections among the mentioned components of the Internet-based research.

RESULT AND DISCUSSION:

Figure 1: BI environment (Ranjan, 2008, p. 466)
Figure 2. Typology of Internet marketing research (Furrer, Sudharshan, 2001, p. 125)

CONCLUSION

The Internet represents an efficient medium for communication with users. It serves the important role of attracting and retaining the users/customers and, in that way, managing the long-term customer relationships. Finally, it is important to encourage companies to use the Web as an interactive medium for establishing a connection with their customers. With the growth of the Internet and technology innovations, it is necessary to be up-to-date with such advances, in order to take advantage of the full potential that the Web offers.

REFERENCES:


Digital Marketing: Advantages and Limitations

Dr. Krishna Gupta¹, Miss Kavita Bharti²

¹Associate Professor, Department of EAFM, University of Rajasthan, Jaipur
²Research Scholar, Department of EAFM, University of Rajasthan, Jaipur.

ABSTRACT:

Digital marketing is an umbrella term for the marketing of products or services using digital technology. Digital marketing mainly depends on the Internet, but it also including mobile phones, search engine, video advertising, display advertising, content media and any other digital medium. Digital marketing is growing speedily in India last few years. Many top brands have already rolled their digital marketing campaign. This paper explains the concept of digital marketing, advantage and limitations of digital marketing.

Keywords: Digital Marketing, Advantages, limitations

Introduction:

Digital Marketing is a technique of promotion of products or brands and services by one or more forms of digital media. It involves the use of methods and channels that makes an organization to understand the marketing. Digital marketing extends from online marketing to include channels that do not require the use of the internet. It includes mobile phones (both SMS and MMS), display advertising, social media marketing, search engine marketing, video advertising, content media, TVs and any other form of digital media. In certain countries, Digital marketing is referred to as ‘internet marketing’ or web marketing, but the term of digital marketing has become the most common term.

Advantages of digital marketing

• **Efficient:** Digital marketing can play a very important role of communication between the consumer and the organization. This is due to digital marketing being able to reach vast numbers of potential consumers at one time.
• **Large range:** The reach of digital marketing is so large that there are no limitations on the geographical reach.
• **Speed:** Through the use of digital communications information is easy to access at a fast rate.
• **Communication channel:** Users with access to the Internet can use many social digital media, such as Face book, YouTube, Forums, and Email etc. Digital communications creates a Multi-communication channel where information can be quickly exchanged around the world by anyone, and any place.
• **Lack of cost:** Another advantage of digital marketing is that it reduce marketing and customer
service cost.

- **To give international identity**: An advantage of digital marketing is that this allows companies or organizations to become international companies and expand their customer reach to other countries other than the country.

- **Career option**: digital marketing has become a beneficial career option in India. At present, companies are more into hiring individuals familiar in implementing digital marketing strategies.

- **Any time available**: Digital marketing allows for 24 hours a day, 7 days a week service for customers. This is a huge advantage for retailers and customers to utilize it.

- **Online store**: It has also opened up an opportunity for companies and organizations to only be online based rather than having a store.

- **Measure**: Digital marketing is easy to be measured allowing businesses to know the reach that their marketing is making, whether the digital marketing is working or not and the amount of activity and conversation that is involved.

**Limitations of digital marketing:**

- **Internet connectivity**: Digital marketing is highly dependent on the internet. The internet may not be accessible in certain areas or consumers may have poor internet connection.

- **Reputation**: The large amount of competing goods and services that are also using the same digital marketing strategies effect the businesses reputation.

- **Lack of consumer trust**: Most of consumers do not completely trust web companies, organizations and shy away from offering information about them.

- **Limited Product**: Digital marketing is useful for specific categories of products and brands. Only consumer goods can be propagated through digital medium. Industrial goods and pharmaceutical products cannot be marketed through digital medium.

- **Doppelganger image**: Doppelganger is a term that is used to disapprove an image about a certain brand that is spread by anti-brand activists, opinion leaders. Generally brand creates images for emotionally appeal to their customers but some would disagree with this image and make alterations to this image and present in cynical way, hence creating a Doppelganger image of brands.

- **Skip of sales volume**: Digital marketing disseminates only the information to the prospects normally of who do not have the purchasing power. And hence the reflection of digital marketing into real sales volume is skeptical.

**CONCLUSION**

In future Digital marketing is a booming career option in India With striking features like low cost, speed, efficiency, large range, availability etc.

Digital India is big USPs of Prime Minister Narendra Modi is also support digital marketing in India.
E commerce: A Game Changer Component for Indian Economy

Bhawana Sharma

Research Scholar, The IIS University, Jaipur

ABSTRACT

E-commerce is simply known as an online transaction. From last few years, E commerce has brought a drastic change in terms of growth in Indian economy as well as technological advancement. From consumer to government and wholesaler to retailer, it has provided multiple benefits to all. Now the business scenario has changed in India due to availability of products online at lower cost with wider choice. E commerce includes business, using modern communicational modes such as: telephone, e payment, money transfer system, fax, e-data interchange and internet. Online businesses are growing more in service sectors including travel, entertainment, education etc. This paper deals with conceptual knowledge and analysis of e commerce with current and future aspects in India. This paper also gives an overview about the opportunities and challenges of e commerce in India.

KEY WORDS: E commerce, Business, Indian Economy, Technology.
E-commerce in India: Opportunities and Challenges

Anoop Kumawat
Assistant Professor, Deptt. of ABST, University of Rajasthan, Jaipur

ABSTRACT:

Electronic commerce (e-commerce) as part of the information technology revolution became widely used in the world trade in general and Indian economy in particular. The cutting edge for business today is e-commerce. E-Commerce stands for electronic commerce. It means dealing in goods and services through the electronic media and internet. On the internet, it relates to a website of the vendor, who sells products or services directly to the customer from the portal using a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or EFT (Electronic fund transfer) payments. There are different opportunities of e-commerce viz. E-business, E-learning, E-Insurance, E-Banking, E-GRAS, E-Payment, E-Marketing, E-Advertisement etc. These opportunities are offered to business, Producers, Distributers and Customers. E-Commerce is showing tremendous business growth in our country. Increasing internet users have added to its growth. E-Commerce has helped online travel industry in many ways and added a new sales avenue through online retail industry in our country. It raises key challenges that are being faced by consumers relating to e-commerce viz., Ethical issues, Perceptions of risk in e-service encounters, e-commerce security, cyber-crime, and challenges for e-commerce education. The present research attempts to describe the present status and facilitators of E-Commerce and opportunities of E-Commerce in India, analyze the present trends of E-Commerce in India, Benefits of E-Commerce and examine the various challenges of E-Commerce in India.

Key Words: E-Commerce, E-Banking, E-Commerce Security, Online, Opportunities and Challenges, Online Retail, Ethical Issues, Cyber-Crime etc.
Internet Marketing in India: Innumerable challenges and Myriad opportunities

Gaurav Shukla

BBA V Semester, University Commerce College, UOR, Jaipur

ABSTRACT

This paper is outcome of review of various research studies carried out on Internet Marketing. Today, E-marketing is one of the most emerging technologies in IT and E-Commerce sector that plays a significant role in the daily life of human being. E-marketing is also referred to as Internet marketing (IM), online marketing or web-marketing, means using the internet to market and sell goods and services. E- Marketing helps to find out the right audience to whom goods and services are to be provided by the business organizations. It consists of all processes and activities with the purposes of attracting, finding, winning and retaining customers. The scope of E- Marketing is deemed to be broad in scope it does not only use to promote marketing over the internet but also helps in marketing as well through e-mail and wireless media. Here we will find out the opportunities and challenges of Internet marketing in India.

KEYWORDS: Internet Marketing (IM), Online marketing, Web marketing, Wireless media

INTRODUCTION:

“Internet Marketing (IM) or E-Marketing is the process of promoting a brand, products or services over the Internet. Its broad scope includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media.” “E-marketing means using digital technologies to help sell your goods or services. These technologies are a valuable complement to traditional marketing methods whatever the size of your company or your business model.” This definition makes this term clear i.e. IM. Due to globalization, not only nations are coming closer to each other but also different sector undergoes into significant changes. And marketing sector is also affected by this and experiencing so many changes continuously. To sell our product through internet or digital media is known as E-marketing. Types and size of business organization affects marketing traditionally but in today’s scenario, digital technology is a valuable addition. E- Marketing is also known as web marketing and online marketing. E- Marketing helps to find out the right audience to whom goods and services are to be provided by the business organizations. It consists of all processes and activities with the purposes of attracting, finding, winning and retaining customers. Creative use of internet technology is made by using various multimedia,
text, graphics etc. with different languages to create catchy advertisements, forms, e-shop where product can be promoted, viewed and sold. The scope of E- Marketing is deemed to be broad in scope it does not only use to promote marketing over the internet but also helps in marketing as well through e-mail and wireless media. E-marketing also joins technical and creative aspects of the Internet, including: development, design, advertisement and sales. Use of websites are made by E-marketing in combination with online promotional techniques such as social medial marketing, search marketing (SEM), interactive online ads, e-mail marketing, online directories, viral marketing, affiliate marketing and so on. E- Marketing also includes product display, advertisement consisting of graphics videos and audio with text, 3D product view, product navigation, basket selection, checkout and payments. The scope of internet marketing include · Internet media i.e., websites and e-mail · Digital media i.e., wireless, mobile, cable and satellite. E-commerce, Publishing Services, Lead based websites (like policy bazar.com) and Affiliate marketing (referral strategy). E-marketing is a cost effective tool where customization becomes very easy and affordable along with very less marketing efforts. Various methods are used by the advertiser i.e., pay per play pay per click, pay per impression or pay per action. In this way marketers can able to determine that which message is good appealing and which message is not so effective. It helps to provide a large variety of high quality product in less time at reasonable rate. India will likely see the golden period of the Internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating to E-Commerce and Internet Advertising. As we all know, India has a long way to go in the world of Digital Marketing as more and more Indians are spending time on the internet as compared to China and US.

**Key Objectives and Need of Paper:**

- To review the present status of online trading in retailing in India.
- To identify the problems in online trading in retailing from the point of view of providers and consumers.
- To provide suggestions to popularize online trading and increase the profitability of online retail companies in India.
- There are different E-Marketing objectives depending on their individual circumstances. A basic framework for developing effective E-Marketing objectives is the five S’s framework, which includes: 1. Sell: For sell products and services. 2. Serve: To serve best service to customers. 3. Speak: Internet use for communicate with customers. 4. Save: Using Internet to save cost 5. Sizzle: To build brand identity. Search engine optimizer, Blog marketing, Social media marketing, Networking are the types of IM.
REVIEW LITERATURE

Young Jun Choi1, Chung Suk Suh (2005) reported that the development of the internet in the 20th century led to the birth of an electronic marketplace or it is called e-marketplace, which is now a kernel of electronic commerce (e-commerce). An e-marketplace provides a virtual space where sellers and buyers trade with each other as in the traditional marketplace. Various kinds of economic transactions and buying and selling of goods and services, as well as exchanges of information, take place in e-marketplaces. E-marketplaces have become an alternative place for trading. Finally, an e-marketplace can serve as an information agent that provides buyers and sellers with information on products and other participants in the market. These features have been reshaping the economy by affecting the behaviour of buyers and sellers.

RESULT AND DISCUSSION

Challenges of internet marketing are as follows which I have founded out on my own after doing all the research work in the field by collecting surveys of internet users I deduced that Marketing Integration, Security and Privacy, Impersonal Service, Lack of Trust, Bad marketing, Dealing with IT department, Intellectual property and Customer expectations are some challenges of IM.

There are myriad opportunities for Internet Marketing(IM) to blossom as it is very Cost effective, Convenient, One to One marketing, Increase sales and website traffic, Improves Customer Relationship Marketing and most importantly it’s always available to its consumers.

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<td>Business to Consumer transaction in Rs. (Crore)</td>
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As per the findings of Internet and Mobile Association India the total value of E-Commerce activities within India has Crossed Rs.570 Crores during 2004-05 which is quite evident from the table. There has been a change of 95% till 2009-10.

EXPERIMENTAL: I have conducted surveys of internet users (respondents are from our colleges and locality) and took personal interviews along with that I have read many articles,
books and reviewed literature. This research paper is a mix of Explorative and Descriptive studies. (Primary and Secondary data, In-depth interviews and case studies etc.)

CONCLUSION:

E-marketing also offers businesses the opportunity to garner data about their consumer base to an extent that has till now been very difficult to achieve via traditional marketing methods. The development of internet marketing and social media advertising has led to examples of businesses in recent years that upper to little more than categories and filter information relating to products and services on the Internet, taking a small cut from any transaction that my occur as a result. In the next few years, online marketing in India will strengthen even further. Consumers in the country can now truly expect a well streamlined, efficient and world-class shopping experience supported by the best technology.

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Role of e-commerce in economic development

Prof. J.P. Yadav, Sant Kumar Meena

Professor, Deptt. of EAFM, University of Rajasthan, Jaipur
Research Scholar, Deptt. of EAFM, University of Rajasthan, Jaipur

ABSTRACT

In this new economy knowledge and information have become the main production factor. In this context innovation and technical progress have a major contribution to the durable economic development? The electronic commerce is the key for enterprises competitively in this informational era insuring the access to new market segments, increasing the speed of developing business the increased flexibility of commercial policies decreasing the provisioning, sale and advertising costs, simplifying the procedures etc. The impact of electronic commerce upon the companies and upon society will be great importance both as extent and as intensity. This study aims to establish the way of making the internet trade activities more effective and the possibilities by which this kind of activity contributes to the economic development and becomes a growth factor for company’s competitiveness.

Key words- E-commerce, Marketing

INTRODUCTION

Electronic commerce is the buying and selling of goods and services or the transmitting of funds or data over an electronic network, primarily the internet. These business transactions occur either as business to business, business to consumer, consumer to consumer and consumer to business. The terms e – commerce and e –business are often used interchangeably. The terms e –tail is also sometimes used in reference to transactional processes for online shopping.

E-COMMERCE MARKET MODEL: Business to business (B 2 B) –Business to business refers to e- commerce activities between businesses. These transactions are usually carried out through electronic data interchange. This allows more transparency among business involved; therefore business can run more efficiently.

1 Business to customer( B 2 C )- Business to customer refers to e- commerce activities that are focused on consumers rather than business

2 Customer to business (C 2 B)-Customer to business refers to e- commerce activities which uses reverse pricing models where the customer determines the prices of the product or services. There is increased emphasis on customer empowerment.
3 Customer to customer (C2C) - Customer to customer refers to e-commerce activities which uses an auction style model. This model consists of person to person a transaction that completely excludes business from the equation.

**BENEFITS OF E-COMMERCE**

- Electronic commerce enables customers to shop or do other transaction 24 hours a day, all year round from almost any location.

- Electronic commerce provides customers with more choice they can select electronic commerce frequently provides customers with less expensive products and services by allowing them to shop in many places and conduct quick comparisons.

- Electronic commerce enables more individuals to work at home and to do less travelling for shopping, resulting in less traffic on the road and lower air pollution.

- Electronic commerce allows some merchandise to be sold at lower prices, so less affluent people can buy more and increase their standard of living.

**ISSUES AFFECTING THE DEVELOPMENT OF E-COMMERCE**

There are a number of issues affecting e-commerce which are

- Taxation
- Security
- Privacy
- Profitability
- Participation in new international standard development

**PROBLEMS FACED BY DEVELOPING ECONOMY**

- Awareness and education
- Market size
- E-commerce infrastructure which includes lack of a certificate authority

**FOCUS AREAS WHICH HELPS IN DEVELOPING E-COMMERCE**

- Promotion and awareness
- Human resource and skill development
- Liberalization of telecommunication infrastructure development
CONCLUSION:

E-commerce is emerging as an important tool to ensure inclusive growth. The traditional model of business is undergoing a sea change to reduce the prominence of physical infrastructure of big cities as an essential condition for the smooth functioning of business. Emergence of international shipping options creates the opportunity to reach online consumer around the globe. Emerging economies with rapidly growing internet penetration offers an attractive option for the retailers to expand. China with the world’s largest online population provides a great opportunity for the retailers. The concept of virtual companies is taking concrete shape and will usher into an area of boundary less world. The micro, small and medium size companies will get the advantages of low cost operations and opportunity to market the products globally on the click of a mouse.

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Digital Marketing: Key Tools
Ms. Jayanti Goyal¹, Ms. Anjali Dadhich²

¹Head, Department of CS, Kanoria PG Mahila Mahavidyalaya, Jaipur
²Assistant Professor, Kanoria PG Mahila Mahavidyalaya, Jaipur

ABSTRACT:
Digital technologies are becoming increasingly important in most sectors of economic activity. Due to high levels of interconnectivity, the Web and social media grow. Major challenge for marketers is to determine how to make best use of what the technology offers. In this paper we focus on how this technology can be used in the digital marketing context. We use the terms digital promotions and social media to frame our discussions. We begin by defining these terms and then we explore the key dimensions of the digital communications environment and planning and types of digital communications.

Keywords: SEO, IMC, IOT.

INTRODUCTION
Digital marketing is fundamental to businesses success in today’s modern era of engagement marketing. Promoting brands, products, and services online and through mobile applications is quickly becoming easier. So as a marketer, you must get on board. But online advertising is just the tip of the iceberg. Marketers have to dig deep into today’s vast and involved cross-channel world to discover the most impactful strategies required to build a prosperous business. Search engine optimization, pay-per-click advertising and conversion rate optimization techniques work in tandem to show up consumer behaviours, capture customers’ attention, and turn people into loyal buyers over time. No digital marketing campaign should be without these critical activities. Let’s dig into the concept of digital marketing and how to be successful in today’s modern, complex business landscape.

WHAT IS DIGITAL MARKETING AND WHY IS IT IMPORTANT?
Digital marketing is the endorsement of goods, services, and company brands through online media channels. Today’s consumers are multi-device and multi-channel, doing the majority of their own research online before they even step foot into a store or speak to a sales person. Buyers today are more empowered than ever before. Within several seconds they can discover anything they want to know regarding product quality, availability, and value. Google Think Insights found that 48% of consumers start their inquiries on search engines, while 33% look to
brand websites, and 26% search within mobile applications. Businesses have to be ready and willing to engage with their customers on every digital platform and device imaginable.

**Figure 1: Ratio of internet user**

**SEO AND DIGITAL MARKETING**

A Mobile Responsive Website is Crucial to a Successful SEO Strategy. In terms of engagement marketing, your content needs to be accessible to consumers on all mobile devices. Websites must be responsive, altering interfaces and content for mobile devices, as soon as a user visits a landing page. WebDAM reported 57% of mobile users think poorly of businesses that don’t have mobile-friendly websites and Google's algorithm is now highly focused on mobile optimization. Maintain a Level of High Quality Content. Digital marketers must enhance their SEO keyword strategy by consistently producing engaging content and subsequently seeing that content is distributed by other parties. Increasing online visibility is important to improving SEO. Make sure that you are creating quality content that helps your readers—keyword stuffing will get you nowhere. Impress site visitors with valuable information and marketers are sure to see their sites pop up in more locations across the web.

**THE POWER OF RETARGETING**

By tracking past interests, purchases, level of buying intent, and overall engagement, even anonymous prospects who have visited your website can be retargeted based on their location, industry, company size, targeted list or behaviours. The result is better performing ads, stronger ROI from your advertising spend and the ability to nurture customers with a consistent, cross channel experience. Retargeting works only when businesses are able to successfully track who...
visits their sites and how they got there. With a platform like Market Ad Bridge, marketers integrate a greater amount of data into retargeting efforts for both anonymous and known site visitors. For anonymous visitors, those that the company has no contact information or concrete names, marketers can send messages based on IP address location, industry, product interest, buying intent and much more.

**THE FUTURE OF DIGITAL MARKETING: THE INTERNET OF THINGS**

These devices fall within a concept called the Internet of Things (IoT). Fundamentally, IoT is the notion that any device that can be powered on or off can also be connected to the internet. IoT also refers to the intricate, expensive web of connectivity between all electronic objects and their users. To better illustrate IoT, Forbes used the example of an alarm clock going off in the morning. Not only could this clock wake up a person, but it could also alert the coffee maker in the kitchen to begin brewing a fresh pot. While this alarm clock-coffee maker connection may not be right around the corner in every home, it’s definitely an indicator of where internet availability is heading. To stay relevant and one step ahead of competitors, brands must have multi-channel, multi-device strategies keeping them connected to consumers wherever and whenever consumers decide to go online.

![Figure 3: Cycle of Internet of things](image)

**OPTIMIZE WITH SEO**

Optimizing content to rank high in online searches and improve organic traffic requires in-depth industry and keyword knowledge.
• Look to Google Analytics for the Best Keywords

Most businesses base their SEO ranking on Google, as this search engine holds 67% of the market share. Google Analytics informs businesses of the keywords most commonly searched by consumers from particular industries and demographics. Google Webmaster Tools helps marketers identify click-through rates of popular search terms from the previous six months.

Title Tags and Meta-Descriptions Influence Site Traffic.

A title tag defines the title of a website landing page and tells internet users what information a page offers. Meta-descriptions are tiny snippets of content that provide extra insight into what consumers can expect from a site. Every page on a business’ site should have strong, relevant title tags and meta-descriptions. Avoid piling in too many keywords which can overwhelm search engines and look like spam. Title tags and meta-descriptions improve SEO rankings and click ability.

• Marketing Automation Software Enhances SEO

Platforms like Market’s SEO Tool helps companies swiftly identify keywords that drive the most revenue and opportunities for inbound marketing. It also alerts marketers to inbound linking options based on keywords online users search frequently.

ONLINE MARKETING TOOLS

1. Reviewing the latest developments in your industry
2. Managing social media updates
3. Finding influencers
4. Understanding customer search behaviour
5. Competitor site benchmarking
6. Off-page back link analysis for SEO
7. On-page mark-up analysis for SEO
8. Understanding overall online marketing effectiveness

CONCLUSION

Digital marketing across multiple channels offers marketers valuable insights into target audience behaviours, in addition to a numerous of opportunities for consumer engagement.
Customers are a businesses most important asset; every step of their journey, from discovery through conversion and advocacy, should be monitored and facilitated by the company. The success of campaign strategies depend on metrics compiled over time across digital platforms. Engagement and digital marketing go hand-in-hand and businesses can use the tools outlined here to stay one step ahead of their customers, moving above and beyond the competition.

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An Overview: E-Commerce

Rakesh Kumar Bagotiya* and Jyoti Teapn*

*Research Scholar Dept. of EAFM. University of Rajasthan, Jaipur

ABSTRACT

This paper deals the conceptual knowledge of search engine marketing (SEM) or ecommerce. There are players who made a good beginning. Their success depends on their understanding of the market and offering various types of features. This paper gives an overview of the future of E-Commerce in India and discusses the future growth segments in India’s E-Commerce. Also find out various factors that would essential for future growth of Indian E-commerce. And represent the various opportunities for retailers, wholesalers, producers and for people. In this paper we found that the overall E-Commerce will increase exponentially in coming years in the emerging market of India.

Keywords: e-commerce, business model, Innovation

INTRODUCTION

The E-commerce Industry in India has come a long way since its early days. The market has matured and new players have entered the market space. In the present dynamic scenario, ecommerce market in the Business 2 Consumer space is growing in demand as well as in the array of services. E commerce includes not only buying and selling goods over Internet, but also various business processes within individual organizations that support the goal. As with ecommerce, e-business also has a number of different definitions and is used in a number of different contexts.

CONCEPTS AND DEFINITIONSE-commerce pertains to “any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact.” A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals.

TYPES OF E-COMMERCE

Business-to-business (B2B) is a type of transaction that exists between businesses, such as one involving a manufacturer and wholesaler, or a wholesaler and a retailer.
Business to consumer (B2C) is business or transactions conducted directly between a company and consumers who are the end-users of its products or services. The business-to-consumer as a business model differs significantly from the business-to-business model, which refers to commerce between two or more businesses.

Business-to-government (B2G) is a derivative of B2B marketing and often referred to as a market definition of "public sector marketing" which covers marketing products and services to various government levels - including federal, state and local.

Consumer-to-consumer (C2C) Customer to customer (C2C) is a business model that facilitates an environment, usually online, where customers can trade with each other. Two implementations of C2C markets are auctions and classifieds.

OBJECTIVES OF THE STUDY

There are objectives of the study-

- To know the concept of E-commerce.
- To evaluate the future of E-commerce in India.
- Essential factors for growth of E-commerce in India.

INDIA’s PROSPECTS IN E-COMMERCE

1. OPPORTUNITY FOR RETAILERS: A retailer can save his existence by linking his business with the on-line distribution. By doing so, they can make available much additional information about various things to the consumers, meet electronic orders and be in touch with the consumers all the time. Therefore, E-Commerce is a good opportunity.

2. OPPORTUNITY FOR WHOLE SALES/DISTRIBUTER: In the world of Ecommerce the existence of the wholesalers is at the greatest risk because the producer can easily ignore them and sell their goods to the retailers and the consumers. In such a situation those wholesalers can take advantage of E-Commerce who are capable of establishing contractors with reputed producers and linking their business with the on-line.

3. OPPORTUNITY FOR PRODUCERS: Producers can take advantages of e-commerce by linking themselves with on-line, by giving better information about their products to the other links in the business chain and by a having a brand identity.

ESSENTIAL FACTORS FOR GROWTH OF E-COMMERCE IN INDIA

a. Customer convenience: By providing Cash on delivery payment option service to customers.
b. Replacement guarantee: Should be Offers 30 day replacement guarantee to their customers.

c. Reach: Enabling mobile-capable sites and supporting M-Commerce services.

d. Location based services: Since customers these days are always on the move, promoting the right product at the right time and location becomes an integral aspect.

e. Multiple payment option: standard credit cards, debit cards and bank payments option should be there.

CONCLUSION

The future of E-Commerce is difficult to predict. There are various segments that would grow in the future like: Travel and Tourism, electronic appliances, hardware products and apparel. There are also some essential factors which will significantly contribute to the boom of the E-Commerce industry in India i.e. replacement guarantee, M-Commerce services, location based services, multiple payment option, right content, shipment option, legal requirement of generating invoices for online transactions, quick Service, T & C should be clear & realistic, the product quality should be same as shown on the portal, dedicated 24/7 customer care center should be there. We found various types of opportunities for retailers, wholesalers/distributors, producers and also for people. Producers can also linking themselves with on-line, by giving better information about their products to the other links in the business chain and by a having a brand identity.

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Network Security and attacks

Yogesh Goyal

Department of Computer Science, Poddar International College
Visiting Faculty, University of Rajasthan
Email Id: Vin.yogesh@gmail.com

Abstract:
Today it is not possible to keep ourselves isolated from internet. Through internet, information we share must be protected. Security is essential during transmission for personal computer users, organization, corporate sector, agencies, and military.

Using many emerging technologies or methods like many encryption method or firewalls we can secure our data during transmission from the possible attacks. This paper is helpful to understand the concept of network security and attacks.

Keywords:

Introduction:
Due to networking technologies and internet the people is more interconnected. Daily we transfer huge personal, commercial, business, official and many confidential data through network. So network security has great importance due to Intellectual property like creations, inventions of literary and artistic works symbols, names and images used for commercial purpose, which can be easily acquired through the internet.

Meaning and Need of Network Security

Network security prevents unauthorized access of our confidential data during transmission. When two people agree to exchange data across network, a logical information channel is established by defining a route through the internet from one end to another end. During this transmission sometime a hacker or outsider who is unauthorized person tries to steal, alter our confidential information without our permission. To avoid this unauthorized access our confidential data during transmission, network security is needed.

Although, network security is a critical need in emerging networks, there are a number of security methods that can be easily implemented for network security.
1. When we say about a secure network, the following features are necessary for secure network. **Confidentiality:** The Information, we are sharing through the network remains private.

2. **Authentication:** It ensures that users or person of the network are authenticate person.

3. **Integrity:** Integrity means the message should be original. During transmission message has not been modified.

4. **Access:** Authorized users are provided the facility to communicate to and from a particular network. An effective network security platform can be developed to know about the security issues, types of attacks, major and minor factors affect the network security.

**Types of Attacks**

When we say about network security it’s not mean to secure only nodes but the whole network should be secure that is nodes as well as communication channels. An outsider could target the communication channel, obtain the data and alter the data values and re-insert a false message. The normal flow of information is depicted as follow:

![Diagram of normal flow of information](image)

The following are the ways to access our network by an outsider:

**Interruption:** The outsider tries to prevent our information reaching to second end from first end by cutting the communication line, disabling the file manager etc.

![Diagram of interruption](image)

**Interception:** The outsider read the message and forwards it without any modification.

![Diagram of interception](image)
**Modification:** The outsider change some data values, or modify the message and forward it to destination.

![Diagram](image1.png)

**Fabrication:** The outsider reinserts the message and forwards it.

![Diagram](image2.png)

**Conclusion:**

Network security is essential and important topic to give attention as uses of internet is increasing day by day. The security issues, potential attacker, protocols, recent security technologies should be properly analyzed to make our network secure. Many security tools such as firewalls, encryption methods and authentication mechanisms will prove effective to secure intellectual property for the near future.

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Opportunities and Challenges of E-Commerce and Digital Marketing

Dr R K Sharma, Pooja Pareek

Govt PG College, Sambhar, Jaipur, Rajasthan, Jaipur.
Research scholar, Department of EAFM, University of Rajasthan, Jaipur

Abstract:

E-commerce in an easy language can be defined as conducting business online. According to Wikipedia, e-commerce is a type of industry where the buying and selling of products or services is conducted over electronic system such as internet or other computer network. E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time. Ecommerce has allowed firms to establish a market presence, or to enhance an existing market position, by providing a cheaper and more efficient distribution chain for their products or services. Over last few years e commerce has became very popular due to its convenient use. The paper is focused on the conceptual research with exploratory cum descriptive nature on the basis of secondary data. This paper explains the concept of e-commerce and digital marketing, business models of e-commerce, opportunity and challenges of e commerce and digital marketing.

Key words: E commerce, digital marketing, opportunities, challenges, internet.

Introduction:

Electronic commerce (ecommerce) is a type of business model or segment of a larger business model that enables a firm or individual to conduct business over an electronic network, typically the internet. Electronic commerce operates in all four of the major market segments: business to business, business to consumer, consumer to consumer and consumer to business. Digital marketing or E Marketing is the process of marketing a brand using internet. It is simply refers to the application of marketing principles and techniques via electronic media and more specifically the internet. The term E Marketing, digital marketing, internet marketing and online marketing are frequently interchanged, cad can often be considered as synonyms.

Business model of E commerce:

The most common models of E-Commerce are as follows:
a. **Business-to-Business E-commerce (B2B):** B2B refers to online buying and selling of goods and services between two companies as seen in e-commerce between manufacturer and wholesaler.

b. **Business-to-Customer E-commerce (B2C):** B2C relates to exchanging of goods and services electronically in which customers buy goods from company.

c. **Customer-to-Business E-commerce (C2B):** C2B describes company pays for goods offered by the customers by means of online transaction. For example, authors providing a link back to Amazon.com in which the authors will get return on sale of the books.

d. **Customer-to-Customer E-commerce (C2C):** C2C e-commerce involves customers selling to customers using electronic media such as online auction. Its main benefit is that there is no need of company and as a result the cost is less as compared to above other models.

**OPPORTUNITY:**

1. **Increase in number of internet users:** Internet base which is basic requirement for E-commerce has show tremendous growth during past few years.

2. **Smart phone revolution and Mobile Internet:** mobile e-commerce is the next frontier to e-commerce. India is one of the markets which are witnessing growth in smart phone customers and because of fold of smart phones in market; internet is no longer shackled to desktop and landline.

3. **Direct sale:** Direct sale to customers can be possible through e-commerce or digital marketing by eliminating middleman and which ultimately leads to cutting down the cost.

4. **Global reach:** E retailers can easily reach to customers globally as there is no requirement of physical store to serve their customer.

**Challenges:**

1. **Logistics:** Logistics play important role in operational success of e retailers. While doing business on internet you have delivered product safe and secure within a fixed time period to your customer doorstep. For this one should have best logistics services because they cannot rely on regular postal services.

2. **Restricted to urban areas:** Bulk of E business is only restricted to urban areas. Due to lack of internet usage in rural areas, e-commerce is no so popular.

3. **Limited customer service:** If you want to buy a computer and you’re shopping online, there is no employee you can talk to about which computer would best meet your needs.
4. **No ability to touch and see a product**: In digital marketing we not have a facility to see and touch product physically while buying. Ecommerce transactions can be dissatisfying when the product the consumer receives is different than expected.

**Conclusion:**

In today’s busy world, where people find themselves so busy and don’t have enough time to spend for personal activities like shopping. E-commerce is changing the way of buying & selling of product and service. The flood of online retailers in market indicates society’s acceptance of e-commerce. The revolution in the IT sector in the recent past has been instrumental in development of e-commerce. At present there are several challenges for the growth of e commerce. However, these barriers to e-commerce shall be taken care of in due course and hence e-commerce has bright prospects in India. We need to update ourselves to greet e-commerce and reap its benefits.
Emerging Issues and solutions Roadmap for E-commerce in India

Dr. Leena Bhatia
Associate Professor, SS Jain Subodh P.G. College, Jaipur

ABSTRACT:
Electronic commerce (e-commerce) as part of the information technology revolution became widely used in the world business in general and Indian economy in particular. There are lots of challenges that have been faced by players of e-commerce while operating in India. Indian customers rely more on their local shop-keepers as they use to purchase things from specific shop or market for long. Along with this, they are generally more confident about the quality of the products they purchase from the local market and have afraid of become victim of online fraud. These are the major causes that put off Indian customer from becoming follower of the e-commerce.

Introduction
Since 1991, the growth in the volumes of the electronic commerce in India is catching the attention of the of various e-commerce companies around the globe. India, the second most populous country in the world as it is the home of more than 1.2 billion people. The main cause for the same is economic reforms that were explicitly took place in India. Electronic commerce (e-commerce) as part of the information technology revolution became widely used in the world trade in general and Indian economy in particular. There are lots of challenges that have been faced by players of e-commerce while operating in India. Few of them are as follows:

Adamant about the way of shopping
Indian customers rely more on their local shop-keepers as they use to purchase things from specific shop or market for long. They remain adamant that they would not change the way they do shopping that’s a big challenge for the companies to force them to switch to new mode of shopping.

Unsure about the quality of the online products
They are generally more confident about the quality of the products they purchase from the local market as they try to shop after observing the various aspects of the product by analysing from different shops of the market. On the other hand, on-line shopping does not provide them such type of infatuation as they cannot touch, view or feel of the product.

Less Internet facilities
Though, both the Internet and the Smartphone industry have seen sharp curves in distribution and consumption patterns in the past decade in India but still the Internet facilities mainly good speed is limited to the metro and big cities only. At the time of online transactions, many times
Indian customers face transaction failure due to bad internet facilities. This results in blockage of money thus loose in faith of online purchase.

**Favourite mode of payment “Cash on delivery“**

As discussed earlier that Indian customer’s face many problem during online payment, they prefer to pay cash on delivery. Not only because they get stuck many times at the time of online payment but also due to their nature to pay after receiving the product

**Afraid of online fraud**

The Global Fraud Report 2015-16 by risk mitigation consultancy Kroll, with the aid of the Economist Intelligence Unit, found that the perceived prevalence of fraud in India is the third highest (80 per cent) among all countries and regions surveyed across six continents. Previous reports claimed IT complexity as the biggest contributor to fraud. Due to the less knowledge about the IT, Indian customers deem things by hearsay and believe that they would be victim of fraud if get involved in online purchasing. They blame IT for the fraud although the mistake may be done on their own end. An afraid of trapping with fraud doesn’t allow customers to enter easily in the world of online shopping.

**Conclusion and suggestions**

Though Indian market witnessed high growth in online shopping but there is a need to overcome the few obstacles in the way of e-commerce. If companies provide products of right quality on right time, faith will definitely be generated. Cash on delivery must be provided in all the transactions. Once they get satisfy with delivery, next time they will surely try for the online payment. Internet speed and online frauds are to be focussed by the government. There is necessity of new rules, regulations for online fraud. Cases must be solved within stipulated time period and make Indian customer more confident about e-commerce.

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Opportunities and Challenges in Digital marketing

Anupama Pandey

Research Scholar, Maharaj Vinayak Global University, Jaipur, India

ABSTRACT:

Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firms’ sales and various elements of digital marketing. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm’s sales.

KEYWORDS: Digital Marketing, Promotion, Effectiveness, Customer Reach

INTRODUCTION:

Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. Through digital media, consumers can access information any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but also they can follow what the media, friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. Digital marketing embodies an extensive selection of service, product and brand marketing tactics which mainly use Internet as a core promotional medium in addition to mobile and traditional TV and radio. Canon image Gateway helps consumers share their digital photos with friends online.

Marketers increasingly bring brands closer to consumers’ everyday life. The changing role of customers as co-producers of value is becoming increasingly important (Prahalad and Ramaswamy, 2004). Khan and Mahapatra (2009) remarked that technology plays a vital role in improving the quality of services provided by the business units. According to Hoge (1993), electronic marketing (EM) is a transfer of goods or services from seller to buyer involving one...
or more electronic methods or media. E-Marketing began with the use of telegraphs in the nineteenth century. With the invention and mass acceptance of the telephone, radio, television, and then cable television, electronic media has become the dominant marketing force. McDonald’s uses online channel to reinforce brand messages and relationships. They have built online communities for children, such as the Happy Meal website with educative and entertaining games to keep customers always close to themselves (Rowley 2004). Reenacts and Kumar (2003) found that the number of mailing efforts by the company is positively linked with company profitability over time. According to Chaffey (2011), social media marketing involves “encouraging customer communications on company’s own website or through its social presence”. Social media marketing is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing. Digital marketing, electronic marketing, e-marketing and Internet marketing are all similar terms which, simply put, refer to “marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles” (Chaffey & Smith, 2008). Giese and Gote (2000) finds that customer information satisfaction (CIS) for digital marketing can be conceptualized as a sum of affective response of varying intensity that follows consumption and is stimulated by focal aspects of sales activities, information systems (websites), digital products/services, customer support, after-sales service and company culture.

Waghmare (2012) pointed out that many countries in Asia are taking advantage of e-commerce through opening up, which is essential for promoting competition and diffusion of Internet technologies. Zia and Manish (2012) found that currently, shoppers in metropolitan India are being driven by e-commerce: these consumers are booking travels, buying consumer electronics and books online. Although spending per online buyer remains low, some 59% of online consumers in metropolitan India already make purchases online at least once in a month.

Dave Chaffey (2002) defines e-marketing as “application of digital technologies - online channels (web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profit acquisition and customers retention (within a multi-channel buying process and customer lifecycle) by improving customer knowledge (of their profiles, behavior, value and loyalty drivers) and further delivering integrated communications and online services that match customers’ individual needs.

RESULT AND DISCUSSION:

Various elements of digital marketing:

There are various elements by which digital marketing is formed. All forms operate through electronic devices. The most important elements of digital marketing are given below:
(i) **Online Advertising**

Online advertising is a very important part of digital marketing. It is also called internet advertising through which company can deliver the message about the products or services. Internet-based advertising provides the content and ads that best matches to consumer interests. Publishers put about their products or services on their websites so that consumers or users get free information. Advertisers should place more effective and relevant ads online. Through online advertising, company well controls its budget and it has full control on time.

(ii) **Email Marketing**

When message about the products or services is sent through email to the existing or potential consumer, it is defined as email marketing. Direct digital marketing is used to send ads, to build brand and customer loyalty, to build customer trust and to make brand awareness. Company can promote its products and services by using this element of digital marketing easily.

(iii) **Social Media**

Today, social media marketing is one of the most important digital marketing channels. It is a computer-based tool that allows people to create, exchange ideas, information and pictures about the company’s product or services. Social media marketing networks include Facebook, Twitter, LinkedIn and Google+. It is the best tool for the promotion of company’s products and services. In LinkedIn, professionals write their profile and share information with others.

(iv) **Text Messaging**

It is a way to send information about the products and services from cellular and smart phone devices. By using phone devices, company can send information in the form of text (SMS), pictures, video or audio (MMS). Marketing through cell phone SMS (Short Message Service) became increasingly popular in the early 2000s in Europe and some parts of Asia. One can send order confirmations, shipping alerts using text message. Using SMS for campaigns get faster and more substantial results. Under this technique, companies can send marketing messages to their customers in real-time, any time and can be confident that the message will be seen.

**CONCLUSION**

Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Company can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot...
more to promote company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Just like “Rome was not built in a day,” so, digital marketing results won’t also come without attempt, without trial (and error). The watchwords “test, learn and evolve” should be at the heart of all digital marketing initiatives. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

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E-Commerce : Status and Barriers in Indian Perspective

Mrs. Manisha Garg¹ and Mrs. Jyoti Shukla²

¹Assistant Professor, Department of CS, Parishkar College of Global Excellence
²Assistant Professor, Department of CS, Parishkar College of Global Excellence

ABSTRACT:
Over last few decades the popularity of e-commerce has tremendously increased due to its quick and convenient way of exchanging goods and regional and global services. The increase in globalization has provided the opportunity to the business to carry out their business activities in other target markets all around the world. As we look ahead to see e-commerce in India scale up to these numbers, it is also important to reflect on the barriers that the industry has faced and overcome so far.

KEYWORDS: Mobile commerce, Transaction, Logistic, E-infrastructure.

OBJECTIVE:
- To study the current position of e-business in India
- To describe the present status of e-commerce in India
- To study the challenges faced by e-business players in India
- To analyze the barriers of e-commerce in India

INTRODUCTION: E-commerce is anything that involves an online transaction. This can range from ordering online, through online delivery of paid content, to financial transactions such as movement of money between bank accounts. E-commerce as it is commonly known is the use of technology to conduct financial transactions online. It can occur within and between three basic participant groups – business, government, and individuals.
Rising incomes and a greater variety of goods and services that can be bought over the internet is making buying online more attractive and convenient for consumers all over the country.

The e-commerce has provided many benefits to the business companies and to the industries. This has made the supply chain systems more effective as well as it has improved the post sales supports. One of the important benefits of the e-commerce is that it has made more effective teamwork systems through the use of faster and more efficient and effective internal communication systems. It is estimated that in near future, the increasing use of e-commerce will change the way of conducting the trade as well as it will also be accountable to the transformation in manufacturing and distribution systems, product design, and the level of relationships between the buyers and the sellers.

Along with the number of benefits, the e-commerce has also provided the companies and businesses with various complications and problems. These problems within the domain of e-commerce are providing various critical challenges to the companies that operate their businesses through the use of e-commerce. The following section aims at discussing in detail the complications and problems that are posed by the rapidly growing e-commerce upon the business companies.

**STATUS OF E-COMMERCE IN INDIA**: According to the latest research (The report, titled “Asia Pacific Online Retail Forecast, 2011 To 2016,”) by Forrester, a leading global research and advisory firm, the e-commerce market in India is improving between 2012-16. The report revealed that ecommerce revenue in India will increase by more than five times by 2016, jumping from US$1.6 billion in 2012 to US$8.8 billion in 2016 (Table-1)

![Table-1: E-Commerce Revenue](image)

E-commerce in India to explode in 2012, Indian e-shoppers will have a good time getting great deals and services online. A recent pan-India report released by Com Score Inc reveals that
online shopping in India has touched a growth rate of 18 per cent and is only likely to grow further.

A new report by the Boston Consulting Group says online retail in India could be a $84-billion industry by 2016 — more than 10 times its worth in 2010 — and will account for 4.5 per cent of total retail. The e-commerce platforms maximize its reach to the potential customers and provide them with a convenient, satisfying & secure shopping experience.

Rapid development in mobile technology has given way to Mobile Commerce with many E-Commerce companies shifting to App only model.

CHALLENGES: E-Commerce, in-spite of the opportunities it presents also has poses certain challenges which are sometimes too much to handle for start-ups:

1. Internet penetration is low: Internet penetration in India is still a small fraction of what is there in a number of western countries. Beside that, the quality of connectivity is poor in several regions. But both these problems are on their last legs. The day is not far when connectivity issues would not listed in a list of challenges to e-business in India.

2. Feature phones still crack the whip: Though the total number of mobile phone users in India is very high, a significant majority still uses feature phones, and not smart phones. As a result this consumer group is unable to make e-business purchases on the move.
However, smart phones have really taken off in the last two years. To top that, initiatives like Android One and entry of makers like Xiaomi have brought down Smartphone prices to the INR 5000 – 6000 range making them affordable for the masses. And ecommerce companies not only noticed this development, but also give the green light to focus on building their mobile channel.

3. **The preferred payment mode is :”Cash on delivery”:** India is a predominantly cash economy. Low credit card access and low trust in online transactions has led to cash on delivery being the preferred payment choice in India. Unlike electronic payments, manual cash collection is painstaking, risky, and expensive.

So even though the consumer is willing to make a purchase, lack of a credible payment instrument that is widely adopted has been a challenge.

4. **Mindset of Consumers:** Majority of customers do not know how to use internet so they prefer traditional approach of buying and selling.

5. **Privacy and Security Problems:** 60% of the users do not trust the web as a payment channel. Web transaction takes place with credit card, but credit card itself is not safe. Anyone who transfers the data of the credit card on the web is not sure about the salesman identity. Buyer is also not sure that his credit card is not used for some malicious purposes.

These are some challenges which the Indian market has to face. And due to these challenges some barriers are standing in front of the e-business.

**BARRIERS:** the above challenges are due to the following barriers.

1. **Consumer behavior:** In India, shopping is a weekend event, which involves several members of the family and is synonymous with an “outing”. While e-commerce makes shopping really easy and hassle free, it also strip of the fun of touching, feeling and negotiating with the shopkeeper.

That is where the first barrier lies – in the mind. And changing the behavior of the consumer is the hardest of all. Although there are many cities that are devoid of good offline shopping areas, and they have helped fuel the growth.

2. **E-Infrastructural Issues:** Strong emergence of e-commerce has placed enormous pressure on logistics. With the customers being an impatient lot, this pressure is not just on reliability of delivery but also on shortening the delivery time, timeliness and predictability of delivery. E-commerce further brings additional complexity of dealing with difficult scenarios like free delivery, order rescheduling, cancellation, returns and cash on delivery.
The key to success in e-commerce is an efficient last-mile network and most ecommerce companies have moved on to take control of this critical area. This has not only helped the ecommerce company’s deal with the difficult scenarios, but has also helped build customer confidence in reliability of the services.

3. **Logistics**: You have to deliver the product, safe and secure, in the hands of the right guy in right time frame. Regular post doesn't offer an acceptable service level; couriers have high charges and limited reach. Initially, you might have to take insurance for high value shipped articles increasing the cost.

4. **Tax related issues**: Tax rate system of Indian market is another factor for lesser growth rate of ecommerce in India in comparison to other developed countries like USA and UK. In those countries, tax rate is uniform for all sectors whereas tax structure of India varies from sector to sector. This factor creates accounting problems for the Indian online business companies.

5. **Touch and Feel**: Indian customers are more comfortable in buying products physically. Companies dealing with products like apparel, handicrafts, jewelry have to face challenges to sell their products as the **buyers want to see and touch before they buy these stuffs**

**CONCLUSION**: E-commerce is an emerging trend in Indian economy in the post economic reforms era. E-commerce offers many benefits to the various stakeholders. These benefits are cost effectiveness, quick comparison shopping, better customer service, higher business margins resulting form economy in business operations, information saving and knowledge market development etc.

At present there are several hurdles in the development of e-commerce such as, technological issues, computer ill-literacy, legal hassles, low internet penetration, tax related issue, adverse mindset of consumers, privacy and security issues etc. However, these barriers to e-commerce shall be taken care of in due course and hence e-commerce has bright future in India. We need to update ourselves to greet e-commerce and retrieve its benefits.

The role of government is to provide a legal framework for E-Commerce so that while domestic and international trade are allowed to expand their horizons, basic rights such as privacy, intellectual property, prevention of fraud, consumer protection etc are all taken care of.

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Diverse Interpretation of Law in Strikingly Similar Cases of Comparative Advertising – A Case Study

Puneet Bafna
Associate Professor, Amity University Rajasthan, Jaipur.

ABSTRACT:
This work deals with the complex and fascinating aspect of the diverse approaches taken by the courts in cases which resembles remarkably in terms of facts but fruits discrepancies in judicial opinions. A meticulous review of the judicial pronouncements in the Smith vs. Channel Case in the US and L’Oreal vs. Bellure Case in the EU with respect to both jurisdictions’ trademark laws in this matter clearly reflects that there are differences in the interpretation of the laws. The use of registered trademarks of a reputed product to portray one’s products which are lawful imitations of the reputed one is permissible by the US law but prohibited by the EU laws.

Keywords: Comparative Advertising, Trademark Infringement, Smith vs. Channel, L’Oreal vs Bellure.

INTRODUCTION
The concept of comparative advertising came with a view to augment the sales of the brand advertiser, either by claiming that the advertised product is of similar or a better quality to that of the compared product or by mortifying the characteristics of the compared product. However under market pressures it has engaged in unhealthy practices of product disparagement and infringement of trademarks. Consequently, there have been spates of litigations in this regard worldwide. A proliferation in the number of cases and their conflicting judgments have made the topic quite fascinating and motivating to ponder and analyze at. We shall take up judicial cases which are strikingly similar in facts but different in the verdict.

The careful analysis of the jurisdictions held on resembling cases in this matter in the US, UK and European Union provides an opportune moment to understand the interpretations of the law taken up in similar case by different countries. The trademark laws and its enforcement in the United States and European Union adhere to certain common fundamental parameters based on the Paris Convention for the Protection of Industrial Property and the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement); as both have been parties to these. Yet if we make a comparison of the jurisdiction done by their courts on similar cases a distinctive divergence between their interpretations of law is explicit. For this reason, we shall
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discuss the strikingly similar case of *L’Oréal v. Bellure* in EU court with the *Smith v. Chanel* case in the US Ninth Circuit Court of Appeals. Both the cases resemble factually but the ruling by the courts reveal the discrepancy in the understanding and interpretation of the relation between comparative advertising law and trademark law. The deviations can be attributed to cultural and policy matters which create such jurisdictions, yet it is clear from the swerve developments that these differences occur due to basic difference in the interpretation of laws.

**Case 1 : Smith v. Chanel, Inc.**

**Facts:** -Smith created a fragrance called ‘Second Chance’ as a duplicate of Chanel, Inc.’s fragrance ‘Chanel No. 5’ at a fraction of the latter’s price. He advertised this and other ‘smell-alike’ perfumes in a trade journal directed to wholesale purchasers, claiming that his perfumes ‘duplicate 100% perfect the exact scent of the world’s finest and most expensive perfumes and colognes at prices that will zoom sales to volumes you have never before experienced!’ This advertisement also contained an order blank with a ‘comparison list’ presenting each Smith fragrance along with the name of the well-known fragrance it purportedly duplicated. ‘Second Chance’ appeared with an asterisk referring to a statement at the bottom of the form reading ‘Registered Trade Name of Original Fragrance House.’ Chanel, Inc. filed suit against Smith claiming violation of US trademark laws, 15 USC. §§ 1051

**Verdict:** The court held that Smith had the right to copy Chanel’s perfume; Smith’s copy was indeed equivalent to Chanel’s original, and the packaging and labeling of ‘Second Chance’ was not misleading or confusing, the court framed the issue as ‘whether one who has copied an unpatented product sold under a trademark may use the trademark in his advertising to identify the product he has copied.’ The Ninth Circuit stated that such use was allowed.

**Analysis:** - A manufacturer of a product may market its product as a duplicate of a trade-mark product which was not patented so long as the manufacturer does not misrepresent or create a reasonable likelihood that purchasers would be confused as to source, identity, or sponsorship of manufacturer's product.

**Case 2 : L’Oréal SA vs. Bellure NV**

**Facts:** -Bellure produced and marketed ‘smell-alike’ perfumes, using a comparison list for retailers that indicated the word marks of the luxury brands to which the smell-alike product corresponded. Bellure’s cheaper perfumes included ‘Coffret d'Or’ and ‘La Valeur,’ which Bellure’s comparison lists identified as sharing characteristics, specifically smell, with L’Oréal’s luxury perfumes such as Trésor and Anais Anais. L’Oréal filed suit against Bellure claiming that Bellure’s action infringed L’Oréal’s registered trademarks for those perfumes and claimed that the reputations of its well-known luxury perfumes were harmed by the cheaper imitations.
The UK court had to decide on the fact that whether Article 5(1) (a) of the Trademark Directive (prohibiting use of an identical mark for identical goods) was implicated when the trader uses registered marks in a way that such use plays a significant role in the promotion of the trader’s product, but does not cause confusion, harm the sales or reputation of the well-known product, or jeopardize the registered marks’ essential function. Then, if so, was there a defense under the Comparative Advertising Directive that the comparison lists were lawful, and did the use of the marks in the comparison lists infringe Article 5(2) of the Trademark Directive by taking unfair advantage of the reputation of the marks?

**Verdict:** The ECJ’s interpretation of the directives ruled that Bellaire’s use of L’Oreal’s registered marks in its comparison lists constituted trademark infringement and unlawful comparative advertising. The ECJ, addressed that unfair advantage under Article 5(2) of the Trademark Directive does not require a likelihood of confusion or detriment to the distinctive character of the repute of the mark or to its proprietor and ruled that Article 5(1)(a) of the Trademark Directive allows the proprietor of a registered trademark to prevent a third party’s use of the mark in a comparative advertisement when that advertisement does not satisfy all the conditions of the Comparative Advertising Directive.

**Analysis:** An advertiser who explicitly or implicitly states in comparative advertising that his product is an imitation of a product bearing a well-known trademark violates Comparative Advertising Directive and takes unfair advantage of the mark.

**CONCLUSION**

We reason out how two cases based on identical facts and each abiding international obligations can still have contradictory verdicts. An insightful comprehension of the foundations of these laws, as well as the values they protect, is important for the understanding of their interpretations.

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User Authentication using CaRP Technique

Prof. Pooja Verma
Assistant Professor, Dept. of Computer Science, LIPS, Jodhpur, India

ABSTRACT

In network security, many security primitives are there based upon different identity like username, passwords. A technique using Hard AI problems namely CaRP, which is combination of CAPTCHA and Graphical passwords. It is a novel family of graphical password systems built on top of CAPTCHA technology. It addresses a number of security problems such as online guessing attacks, relay attacks, shoulder surfing attacks. A CaRP offers a novel approach to address the well-known image hot spot problem in popular graphical password system, such as Pass Points, that leads to week password choice. Carp is not a panacea but it offers reasonable security and usability and appears to fit well with some practical application for improving online security.

Keywords: Graphical Password, CaRP, CAPTCHA, Authentication.

Introduction

Recently computer and network security has been formulated as a technical problem. However, it is now widely recognized that most security mechanisms cannot succeed without taking into account the user. A key area in security research is authentication, the determination of whether a user should be allowed access to a given system or resource. Traditionally, alphanumeric passwords have been used for authentication, but they are known to have security and usability problems. Today other methods, including graphical passwords, are possible alternatives. This paper research aimed to design a new kind of graphical password system which includes Captcha technique, empirically test its usability, and compare it to alphanumeric passwords. The significance of this research is the provision of a flexible graphical password system with extensive human factors data to support it.

Background and Related work

a) Graphical Password Technique

A large number of graphical password schemes have been proposed. They can be classified into three categories according to the task involved in memorizing and entering passwords: recognition, recall, and cued recall. A recognition-based scheme requires identifying among decoys the visual objects belonging to a password portfolio. A typical scheme is Pass faces
wherein a user selects a portfolio of faces from a database in creating a password. During authentication, a panel of candidate faces is presented for the user to select the face belonging to her portfolio [1]. This process is repeated several rounds, each round with a different panel. A successful login requires correct selection in each round. The set of images in a panel remains the same between logins, but their locations are permuted. In the recall-based scheme, a user is asked to reproduce a pre-drawn outline drawing with the mouse or stylus on a grid. Cued-recall scheme, intends to reduce the memory load on users, generally provides a background image and the user must remember and target specific locations on the image [2] [4].

b) CAPTCHA Password Technique

CAPTCHA (Completely Automated Public Turing tests to tell Computers and Humans Apart) is a program that generates and grades tests that are human solvable, but beyond the capabilities of current computer programs [1] [4]. The robustness of CAPTCHA is found in its strength in resisting automatic adversarial attacks, automatic adversarial attacks, and it has many applications for practical security, including online polls, free email services, search engine bots, worms and spam, and preventing dictionary attacks. There are two types of visual CAPTCHA: text CAPTCHA and Image Recognition CAPTCHA (IRC). CAPTCHA can be circumvented through relay attacks whereby CAPTCHA challenges are relayed to human solvers. Text Captcha should rely on the difficulty of character segmentation, which is computationally expensive and combinatorial hard. Machine recognition of non-character objects is far less capable than character recognition. IRCs rely on the difficulty of object identification or classification, possibly combined with the difficulty of object segmentation.

New scheme using CAPTCHA as graphical password

In CaRP, a new image is generated for every login attempt, even for the same user. CaRP uses an alphabet of visual objects (e.g., alphanumerical characters, similar animals) to generate a CaRP image, which is also a Captcha challenge. A major difference between CaRP images and Captcha images is that all the visual objects in the alphabet should appear in a CaRP image to allow a user to input any password but not necessarily in a Captcha image. Many Captcha schemes can be converted to CaRP schemes. CaRP schemes are clicked-based graphical passwords [1] [6]. According to the memory tasks in memorizing and entering a password, CaRP schemes can be classified into two categories: recognition and a new category, recognition recall, which requires recognizing an image and using the recognized objects as cues to enter a password. Recognition-recall combines the tasks of both recognition and cued-recall, and retains both the recognition-based advantage of being easy for human memory and
the cued-recall advantage of a large password space. Exemplary CaRP schemes of each type will be presented later [3].

- Overall System Design

![Overall System Design Diagram]

- Methods:

  a) Recognition based CaRP technique

![Click Text CaRP scheme](Fig(a.1): Click Text CaRP scheme)

![Click animal CaRP scheme](Fig(a.2): Click animal CaRP scheme)

  b) Recall based CaRP technique

![Recall based CaRP technique](Select the Image Tab from the given Selection list: User name: )
Conclusion and future work

The paper conducts a comprehensive survey of CAPTCHA as Graphical Password schemes. When one CAPTCHA scheme is broken, a new and more secure one may appear and be converted to a CaRP scheme. Due to reasonable security and usability and practical applications, CaRP has good potential for refinements. The usability of CaRP can be further improved by using images of different levels of difficulty based on the login history of the user and the machine used to log in. Main contribution is introduction of CAPTCHA into the realm of graphical passwords to resist spyware programs. From a security viewpoint, this exploration is expected to advance the development of graphical passwords. The proposed system consists of text password, CaRP authentication scheme and individual graphical password technique. This technique is highly secure. It provides protection from various attacks on the password scheme.

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E-Marketing in India: Challenges and Opportunities – A Study

Prof. (Dr.) Radha Gupta
Amity Law School, Amity University Rajasthan, Jaipur.

ABSTRACT:
Due to globalization, e-marketing is playing a significant role in the daily life of human being. E-marketing means using digital technologies to sell and purchase the goods and services. It consists of all processes and activities with the purposes of attracting, finding, winning and retaining customers. E-marketing is also known as web-marketing, online marketing and digital marketing. E-marketing is a valuable addition as it helps to find out the huge market in less time and promote marketing through wireless media. Here we focused on the study of e-marketing in India challenges and opportunities.

KEY WORDS: E-marketing, Opportunities, Challenges, Huge market.

INTRODUCTION:
E-marketing is the process of promoting a brand, products or services over the Internet. Its broad scope includes e-mail marketing, electronic consumer relationship management and any promotional activities that are done via wireless media. E-marketing means using digital technologies to help sell and purchase the goods or services. These technologies are a valuable complement to traditional marketing methods whatever the size of company or business model.

Importance of e-marketing- It is important for every business to invest in e-marketing for their brands because-

1. **Less expensive**- It is less expensive in comparison to physical marketing as it save paper and postage.

2. **Convenient**- It is convenient for seller and purchaser because both can approach at any time and from any place worldwide and place their orders at their own convenient time.

3. **Huge Market Available**- E-marketing overcomes barriers of distance as a seller can sells goods in any parts of the world without setting up a local outlet over there. Thus, the scope of target market becomes very wide.

4. **Improve Customer Seller Relationship**- E-marketing provides better platform to build relationships with customers to increase customer retention level.
5. **Increase Revenue**- E-marketing may increase sales because it provides the consumers opportunity to purchase the products online rather than physically going to a place or sending an order form by mail. This increases the impulse rate of purchasing power resulting in an increase of revenue for business organizations and an excellent return on their investment.

6. **A 24 hour Service**- Using e-marketing techniques businesses can give their consumers a 24 hour service for finding the products they want.

**Objectives of the study**– In this paper we focus on the study of e-marketing- Opportunities & Challenges. Objectives of the study are-

To review the present status of online trading in retailing in India;

To identifies the problems in online trading in retailing from the point of view of providers and consumers.

To provides suggestions to popularize online trading and increase the profitability of online retail companies in India.

A basic framework for developing effective e-marketing objectives is the five S’s framework, which includes:

**Sell**- For sell products and services; **Serve**: To serve best service to customers; **Speak**: Internet use for communicate with customers; **Save**: Using Internet to save cost; **Sizzle**: To build brand identity.

**Challenges of e-marketing & Ways to overcome them**: Information technology has transformed the way people work. E-marketing has another revolution which is changing the way of businesses buy and sells products and services. There are certain challenges regarding e-marketing. Some important challenges are as follows-

1. **IT Department & Marketing complement each other** – There is a circle of IT V/s marketing for a long time. But, it’s a time to understand that we need to be partner with our IT friends to implement our marketing programs more efficiently. In simple sense, we need them and they need us or we can say that both complement each other.

2. **Continuing Education**- Constant learning is needed by the marketers of 21st Century. It is said that knowledge in marketing comes with an expiration date and continues professional development is a necessity for up gradation. Take a class, get a certificate, read a book, attend a seminar or conference whatever works for you, but keep learning.
3. **Create Mistrust**- Anyone can call themselves a web designer, marketer, consultant, SEO expert and so on. Poorly created and executed marketing programs degraded our profession and also create mistrust among clients, marketers and other related parties. By doing marketing in a right time or way helps you to tip the scale in favor of our own profession which helps in long run survival. In general, identity theft, Spam, intrusive advertising and technological glitches have left many mistrusting of marketing. You are either part of the problem or part of the solution, you have to decide it.

4. **Get Specialization**- Nobody is able to fully understand all aspects of marketing. There is simply too much to know, and whatever you do to know is changing at supersonic speed. If you are going to be an expert, you will have to get specialization.

5. **Ethical Practices**- An unprecedented mass of un-ethical businesses has been spawned by the Internet. There have always been scam regarding bottom feeders and artists, but the Internet seems to have brought them out in epic numbers. Make sure that your own practices

6. **Collaboration is important**- In many companies every department “owns” the website. Websites should belong to marketing, not finance/operations/IT or legal. When the committee doesn’t have a clue, it is difficult to produce good marketing by committee. Collaboration is important in this situation and your associates should provide 100% input for this, but marketing should make the final decisions.

7. **Customers’ Expectations**- Never before customers had expected too much. Managing your customer expectations is vital to marketers, because if you don’t know your competitors will, you are not able to survive in long run in the market. Without customers you will not have a business because customer is treated as a king of market, so take the time to get to know them, treat them with due care and respect, and in the same way you want to be treated as a customer.

On one hand it may lead to throat cutting competition among the sellers while on the other hand the purchaser may be cheated by supplying low quality goods. Disputes of low quality, rates etc. may increase. Bogus sellers and purchasers may also affect the e-marketing.

**CONCLUSION:**

E-marketing is a way to reach consumers via electronic media. It gives opportunity to garner data about their consumer, find out the huge market in less time. There are huge chances of bogus sellers & purchasers who can adversely affect the reliability of e-marketing. Collaboration & trust with customers is necessary.
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Opportunities And Challenges in E-Commerce and Digital Marketing

V.K. Gupta¹, Poonam²

¹Associate Professor, Department of EAFM, University of Rajasthan, Jaipur
²Research Scholar, Department of EAFM, University of Rajasthan, Jaipur

ABSTRACT

In last few years, usages of internet fastest growing technology. Internet networks today have changed the entire scenario. Organizations today have are developing new relationship with customers, distributors, suppliers and partners. The term electronic commerce has been used for describing a variety of market transactions. E-commerce connected the people to a new interactive market place for buying and selling. E-commerce help to business organizations by providing right customers/audience for their goods and services whom providing by them. Digital marketing makes easy to business by its opportunities for retail seller, companies, wholesalers, business to business seller, distributors. The scope of e-commerce is deemed to be broad in scope it does not only use to promote marketing but also helps in marketing as well through email and wireless media. Here we analyzed the opportunities and challenges of e-commerce and digital marketing.

KEYWORDS: E-commerce adoption, E – commerce in India, E-commerce literature review in India, E-commerce research agenda.

INTRODUCTION

E-commerce utilizes electronic network to implement daily economic activities such as pricing, contracting, payments and in some case even the shipment and delivery of good and services. E-commerce is a network to effective and efficient interaction among business organization, intermediaries, sellers and consumers. It involves a variety of processes such as information exchange, identification of items or services, price comparisons buying, payment, delivery, customer supports, marketing feedback and research designs, manufacturing of new products and their distribution.

The customers find out every type goods and services at one place (online). It makes easy to business for organization and customers. Customers select their goods and services, what they want or can consume, by online. They find out good and service by comparison, than payment. Its most advantages for consumers that there are no any pressure for buy the goods and services. People can buy goods with a click without moving out of their house or office. Some
Online services are like banking, ticketing, bills payment, tour, flight, bus, railways, shopping. Digital marketing is a marketing of products and services using digital technologies mainly on the internet, but also including mobile phones, display advertising and any other digital medium. E-commerce is the activities of digital marketing. Digital marketing not only internet channels but also non-internet channels that provide digital media, such as mobile phones (SMS and MMS), call back and hold-on mobile ring tone.

**Opportunities:**

- Retail seller on the internet can sell high-quality, specialized products that appeal to an audience of affluent, well-educated, and well performed people.
- Companies that sell their goods through catalog and 1-800 numbers can expand their reach to additional global customers at a low marginal cost.
- Wholesaler, distributors or service providers can sell to business that have embraced e-commerce and that demand the convenience and efficiencies of buying from a website.
- Business-to-business sellers, the majority of whose customer base is already on the internet, can build a closer relationship, electronically.
- Businesses that configure products to customers measurements or specifications (custom-tailored garment, configured PCs, food shopping and delivery services)

**Challenges:**

- Demands may be made by customers, creating a marketing imperative customer convenience in term of location, time (extended hours, up to and including 24*7 services), and life style.
- The man machine interface on mobile phone is currently sub-optimal and difficult for mass market users to manipulate – a smart card on its own could be a better platform for non-cash payment.
- The scalability of e-commerce is questionable-initiative that link wireless and IT system tend to be custom developments on a project by project basis.
- To get people to come on an e-Commerce site and make a purchase involves heavy cost due to branding and marketing. This cost is significant and can be brought down to cost per customer, if the volumes permit to do so.
LITERATURE REVIEW

The following studies are reviewed in the following section. Arvind Panagariya (2000) reported that access to e-commerce, which in the WTO parinance often means access to e-exports, has two components that must be distinguished sharply. Access to Internet services and access to services that can be traded electronically. The former deals with to access to Internet infrastructure while the latter relates to specific commitments in electronically tradable services. Ecommerce offers unprecedented opportunities to both developing and developed countries. In the short run, the gain are likely to be concentrated in developed countries have more to benefit. This is because, in the short run, developing countries lack the infrastructure necessary to take full advantage of Internet. For many countries, especially developing ones in these countries, most consumers do not have computers or Internet access. A likely scenario, therefore, is one in which a handful of independent entrepreneurs will receive the product by Internet, convert it into physical form such as CDs and sell the latter to consumers. But this activity may itself be costly using up real resources. Buy in the long run. They can Leapfrog, skipping some of the stages in the development of Information Technology through which developed countries have had to pass. Elizabeth Goldsmith and Sue L.T. McGregor (2000) analyzed the impact of e-commerce on consumers, public policy, business and education. A discussion of public policy initiatives, research questions and ideas for future research are given. 50 Diana Oblinger (2001) reported that one is that education and continuous learning have become so vital in all societies that the demands for distance and open learning will increase. As the availability of the Internet expands as computing devices become more affordable and a energy requirements and form factors shrink, elearning will become more popular. In addition to the importance of life long learning, distance education and e-learning will grow in popularity because convenience and flexibility are more important decision criteria than ever before. E-learning will become widely accepted because exposure to the Internet and e-learning often begins in the primary grades, thus making more students familiar and comfortable with online learning. In fact, for many countries, distance education has been the most viable solution for providing education to hundreds of thousands of students. Jackie Gilbert Bette Ann Stead (2001) reviewed the incredible growth of electronic commerce (e-commerce) and presented ethical issues that have emerged. Security concerns, spamming, websites that do not carry an “advertising” label, cyber squatters, online marketing to children, conflicts of interest, manufacturers competing with intermediaries online and “dinosaurs” were discussed. Patric Barwise (2001) reported that probability 99 % of e-commerce today is done using PCs either desktops or Laptops. For B2B e-commerce this is unlikely to change for B2C e-commerce however, things will be more complex, there will be wider range of relevant media including interactive digital TV and a range of mobile 51 and wireless service there will be huge difference between different consumers ownership of equipment and access technology.
Some will have broadband access and others have no digital communication at all. Young jun choi and chung suk suh (2005), examined that overcoming spatial barriers by means of a market places lower the price level. The Economic consequences of the death of geographical distance due to the emergence of e-market places. Dr. S.Hariharaputhiran (2012) reported that in order to increase consumer adoption of e-services, the sources of consumer confusion, identified, understood and alleviated. While many companies, organizations and communities in India are beginning to take advantage of the potential of e-commerce, critical challenges remain to be overcome before e-commerce would become an asset for common people. Niharika, Satinder (2015) reported that the development of internet marketing and social media advertising has led to example of business in recent years that appear to title more than categories consumers in the country can now truly expect a well streamlined, efficient and world-class shopping experience supported by the best technology.

RESULT AND DISCUSSION:

After analysis of digital marketing the result come out that Advantage of digital marketing is that consumers are exposed to the brand and the product that is being advertised directly. To clarify the advertisement is easy to access as well it can be accessed any time any place. As digital marketing continues to grow and develop, brands take great advantage of using technology. The Internet as a successful way to communicate with its clients and allows them to increase the reach of who they can interact with and how they go about doing so.,

CONCLUSION:

E-commerce provides an e-market place for business, and serves as an information agent that provides buyers and sellers with information on product and other participants in the market. By using digital marketing people can consume services with fully satisfaction from different service providers. So every business organization which used e-marketing tried to give fully satisfaction to their customers by new innovation time to time.

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Indian E-Commerce: The Forthcoming Appearance

Ms. Mona Singhal
Research Scholar, Department of Commerce, The IIS University, Jaipur

ABSTRACT

The electronic commerce is gaining immense growth in the entire Asia. The people involved in e-commerce should have thorough knowledge of their respective areas and clear understanding of the market trends. The paper discusses about the growth of E-Commerce in India and also concludes that Indian market will have a mounting growth in the electronic commerce industries in the coming years.

INTRODUCTION

The Indian market has seen a tremendous growth of E-Commerce in the nation since its beginning. Electronic commerce basically means buying and selling of products and services online. It can be mainly classified into three categories: 1) Business to Business 2) Business to Consumer and 3) Consumer to Consumer. The traditional business that was done in the market place is gradually leaving its existence especially in, business to consumer type of E-Commerce.

E-COMMERCE AND ITS FUTURE IN INDIA

India is Asia’s second most populous nation and majority of the population is youth. Considering the scenario, E-Commerce has an inevitable growth in the nation. The pioneer company in this field was rediff.com. All items ranging from groceries to electronics, cosmetics to clothing, and medicines to gifts, and audiocassettes to books, computers etc. all are sold online in the nation.

The pace at which India is developing is quite rapid and if we actually measure the development, we cannot really neglect the potential of electronic commerce in it. The number of users that use Internet in India is still quite less as compared to the countries like U.K. and U.S. But the number is increasing for sure at a great speed... Looking at the surge patterns in the last decade in India, the E-Commerce future looks quite radiant and sparkling.

OPPURTUNITIES GIVEN BY INDIAN E-COMMERCE

E-Commerce in India provides a large number of opportunities to a large section of society like 1) to the retailers – A retailer can give a great boom to his business by going into online
business. E-Commerce is a good opportunity for the retailers as they can be in touch with the consumers 24 X 7, electronic orders will be more convenient for them and more information can be made available to the consumers with the help of E-Commerce. 2) To the wholesalers— Though it is quite risky for the wholesalers to be in the world of online business, as the producers can directly sell their products to retailers and consumers, but still the wholesalers can take advantage of online business by linking themselves to the reputed contractors and actually earn higher profits.

3) To the producers – The producers can avail the opportunity of building a good brand image and brand loyalty by entering into online commerce and providing better information about their products to the customers and other links in the business. 4) To the people – With the growing trends in the online industry, the major portion of customers have already moved online. People can take this opportunity and start up their own cyber spaces and earn higher and higher profits.

CONCLUSION

The prediction of the growth of E-Commerce in India is a very difficult task. There are some areas that might grow in the coming future like – Electronic appliances, travel and tourism, hardware products and apparels etc. There are few important components that add to the rise of E-Commerce sector in India like – restoration guarantee, quick services, many payment options, clear content, product quality, customer care etc. There are plenty of opportunities given to retailers, wholesalers, producers and even people. Retailers can be in touch with the customers all the time. Wholesalers can also take advantage of the online business by establishing contractors with reputed producers and linking their business with the on-line. At the same time, producers can also avail benefit by maintaining their brand identity and because of the growing online industry people can also benefit by opening up their own cyber spaces and earning well. Thus, it can be concluded that the future of Electronic commerce in India in the forthcoming years would be really brilliant if we apply all the significant factors.
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E-Marketing- Challenges in Future and Opportunities

Priyanka Dadhich*¹
S. S. Jain Subodh Girls College, Sanganer, Jaipur

ABSTRACT:
In the last few years, the internet and e-commerce business actions have become one of the fastest growing technologies that playing a major role in the existence of human being. Today, E-marketing is one of the most rising technology in IT and E-Commerce sector. E-marketing is also referred to as Internet marketing (IM), online marketing or web-marketing, it means using the internet to market and sell goods and services. E-Marketing helps to find out the right viewers to whom goods and services are to be provided by the business organizations. Internet marketing or online marketing also refers to advertising and marketing efforts that use the Web and email to make direct sales via electronic commerce. This paper is conclusion of a review of various research studies carried out on E-commerce, and examines different opportunities and challenges of e-commerce viz., E-business and E-learning.

Keywords: E-commerce, Internet Marketing, E-learning, challenges

Introduction:
Information technology has altered the way people work. Electronic commerce has unleashed yet another revolution which is changing the way businesses buy and sell products and services. Due to globalization, not only nations are coming closer to each other but also different sector undergoes into significant changes. And marketing sector is also affected by this and experiencing so many changes continuously. To sell our product through internet or digital media is known as E-marketing. Types and size of business organization affects marketing traditionally but in today’s scenario, digital technology is a valuable addition. E-Marketing is also known as web marketing and online marketing. E-Marketing helps to find out the right audience to whom goods and services are to be provided by the business organizations. Elizabeth Goldsmith and others (2000) reported that the general category of e-commerce can be broken down into two parts:

1. **E-merchandise:** Selling goods and services electronically and moving items through distribution channels, for example through Internet shopping for groceries, tickets, music, clothes, hardware, travel, books, flowers or gifts.

2. **E-finance:** Banking, debit cards, smart cards, banking machines, telephone and Internet banking, insurance, financial services and mortgages on-line(Elizabeth Goldsmith and others,2000).
Farooq Ahmed (2001) reported that the huge flexibility of the internet has made possible what is popularly called e-commerce which has made inroads in the traditional methods of business management. All the facets the business tradition with which we are familiarized in physical environment can be now executed over the internet including online advertising, online ordering, publishing, banking, investment, auction and professional services. E-commerce involves conducting business using modern communication instruments: telephone, fax, e-payment, money transfer systems, e-data interchange and the internet. The WTO has recognized that commercial transactions can be broken into 3 stages. The advertising and searching stage, the ordering and payment stage, and the delivery stage.

Objectives of the Study

• To review the present status of online marketing.
• To identify the challenges of online marketing.
• To provide suggestions to popularize online marketing and increase the profitability of online marketing companies.

Challenges of e-marketing and the ways to overcome them: Since late 1990s, there is a boom in the use of internet. Hence, so many web-based companies have been starting up every day. But for all these some problems are faced by these industries which are unique in itself. Special set of challenges are faced by these web-based industries.

1. Marketing integration Multiple channels are employed by the sales efforts which are online and offline, e.g. email advertising, social networking, outbound call handling and so on. The difficulty faced with these is that they are supposed to serve a concrete and measurable goal as part of an integrated campaign even though they are often handled as different parts of the work. So to coordinate all marketing efforts must be a priority. Alongside the traditional campaign, e-marketing should be done and should not be tacked at the end of the business plan.

2. Security and privacy Most people do not completely trust Web companies and, thus, they hesitate about offering information about themselves on the cyberspace. When companies that collect data are exposed to scammers and spammers, this is especially true. To adopt a sound policy and implement a fool-proof security measure, it becomes imperative for e-businesses. In a particular Encryption systems are a tool that online companies should seriously consider investing in.

3. Impersonal service Electronic methods of providing customer service are used by businesses which are operating online, such as posting and emailing info on the website to answer possible user questions. Sometimes customers perceived this to as just too impersonal or uncaring. Merchants must develop efficient sign out procedures for selling goods via the Web, for addressing this problem. Hiring call handling services is also taken into consideration,
so that customers can talk to real people when they have inquiries about problems that need instant answer.

4. **Improving brand awareness** A big challenge for companies is that: primarily use the Internet to sell their products and services (tangible and intangible products). This is because, online adverts can be shut off by users unlike traditional advertising, (such as television, radio, billboard, and print) in which the campaign's message can be reinforced and repeatedly introduced to consumers at the marketers will. So the challenge faced by web companies is to be more innovative in terms of advertisement.

5. **Continuing Education** Constant learning is needed by the marketers of 21st Century. It is said that knowledge in marketing comes with an expiration date and continues professional development is a necessity for upgradation. Marketers should take a class, get a certification, read a book, attend a seminar or conference whatever works for them, but keep learning.

6. **International Commerce** The Internet has made possible to provide products and services available around the world as close to customers and their living room (or wherever they have their computer). Unique revenue flows in and out of foreign countries is allowed by this new world channel and that impact could eventually have a dramatic effect on our domestic economy. We have a lot in common with people of other countries in term of culture and traditions, but there are some differences as well which is known as Unity In Diversity. Understanding is the key for good international commerce as well as relations.

**Future of e-marketing:**

**Instant gratification will mean more than a quick fix** Consumer e-commerce today is largely driven by price and convenience: a good deal on products that are delivered quickly. A smaller but growing number of consumers are starting to want more from e-commerce, for example, wanting the ability to discover unique goods they will not find in big-box retail chains. By 2026, these fundamental desires will still exist, but consumer expectations of the ecommerce experience will have changed drastically, along with the shopping experience. The desire for instant access and fast turnaround, 24/7, will be the norm by 2026.

**The desire for shopping experiences will intensify** By 2026, many consumers will want retailers to provide an environment where shopping is an event experience in its own right. This will translate into interactive, highly engaging online and real-world retail environments where augmented reality (AR) plays a key role.

**Online moves into the real world** New entrants to retail will typically start from an online pure-play perspective, moving to test out physical retail space with pop-ups and then networks of collection/showcase stores.
An increasingly fragmented physical footprint The sale of branded products will continue to migrate to the web, as online merchants benefit from price-comparison shopping, except where superior service and customer experience can justify the higher price points, such as at premium department stores.

Conclusion:

E-commerce is changing the way of buying & selling of product & services all over the world. E-commerce is future of shopping. Due to E-commerce the gap has been reduced between manufacturer & consumer. E-marketing also offers businesses the opportunity to garner data about their consumer based to an extent that has till now been very difficult to achieve via traditional marketing methods. In the next few years, online marketing in India will strengthen even further. However, long-standing sustainability directly depends on factors like changes in the market, innovations and interactivity by market players. Owing to increased penetration of credit cards and easy access of computing witnessed a promising growth. Moreover, bargain-hunting consumers are latching on this trend as Internet retailers are known to offer products at special discounted prices compared to store-based retailers. Consumers in the country can now truly expect a well streamlined, efficient and world-class shopping experience supported by the best technology.

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Emerging Opportunities for Online Shopping in India

Harshit Sharma

Research Scholar, Department of Business Administration, University of Rajasthan, Jaipur

Abstract:
Internet and e-commerce have commenced a new way of supply chain and online shopping trend to increase the needs and wants of the customer. E-commerce is a very emerging trend and playing a vital role in the industry arena with the exclusive growth in the buyer's and seller's market. Over the last decade, e-commerce has become the one of the top growing technology that performing an earth-shattering job in the daily life of human being. This study is completely based on secondary data. This is a review based study of various online and offline articles, journals, news, research reports. This paper concludes that with the amazing growth in the internet and smartphone users are playing a vital role in creating a lot of opportunities for e-commerce marketers and online shoppers in upcoming years.

Keywords: e-Commerce, e-Shopping, e-Marketing, Digital Commerce etc.

Introduction:
Today, there is a drastic change in the technology and individuals, businesses, and governments need to be harmonized with e-commerce. Internet and Smartphones are becoming an integral part of everyone’s life. With the extensive growth of new technologies and a new way of shopping is replacing the old pattern of shopping. The Internet is now not only a source of information, but it has become an essential gadget for shopping, working, entertaining, learning, communicating and even connecting with far places people or your friends through social media. Since the beginning of the Internet, individuals have shown interest in the Internet. According to Internet World Stats (June 2016) today 3.6 billion people linked to the internet across the globe. This number shows that 49.2% of the total world population uses the Internet.

People in India are rapidly using the smartphones in their day to day life to shopping online either in the form of buying the product or using services online, Customer makes payment online for the same. No matter, he is having any prior experience to this or not. E-Commerce sites made their payment gateway very easy as customer needs not to take much stress on its use. They provide step by step guidance to a customer to choose any product, put it into their shopping cart and make payment.

Objectives of the study:
1. Does the use of smartphones playing a vital role in creating an opportunity for E-commerce marketers.

2. Does the increase in the users of smartphones and internet makes any impact in the growth of E-commerce market in India.

Methodology of the study:
This study is completely based on secondary data. This is a review based study of various online and offline articles, journals, news, research reports about the internet users reveals a bigger opportunity for e-marketers to capture the most out of Indian e-commerce market. There are a lot of scopes available for e-commerce market and online shoppers.

Result & Discussion:
Role of smartphones in creating an opportunity for e-commerce market:
India has become the world’s second-leading smartphone market in terms of active unique smartphone users, crossing 220 million users, according to a report by Counterpoint Research. “We expect total smartphone population to go up from 220 million (year-2016) to 350 million by march 2018, of which 210 million will be 4G, thus smartphone penetration is unlikely to be a constraint. India's 3G and 4G subscribers have tripled to 120 million in 24 months but as affordability increases, the market will spread out to 300 million by March 2018.” Report by CLSA. As a result, India continues to magnetize new smartphone brands every quarter. Over 20 mobile phone brands are now assembling their parts in India. Moreover, Indian government initiatives such as Make in India and Digital India had gained momentum in 2015 to attract more players in the mobile technology and services. During the quarter, approximately 50% of the total mobile phones shipped in India were actually assembled in India itself, promoting the Make in India trend.”

Impact of increase in users of smartphones and internet:
In the age of globalization, electronic marketing is a great revolution. An increase in the internet and mobile penetration, growing acceptability of e-payments and favorable demographic conditions have provided the e-commerce sector in India an outstanding opportunity to fundamentally alter the way companies connect with their customers. According to a research site: internetworkstats.com (June 2016), India has 462.1 million internet users, it is 36.5% of the total Indian population, and it is projected to grow to 635.8 million internet users in 2021. Despite the available potential, India already is the second-largest online market worldwide.

In e-commerce, there is a transfer of digitized goods such as videos, music, software, and content such as societal media trends, industry specific reports. E-commerce sites and mobile apps are very much helpful to grow sales and revenue for the companies. E-marketers such as
Amazon, Flipkart, Snapdeal, YepMe, and Jabong now get more than 50% of their revenues from consumers shopping over using their smartphones. **Take an example** of an Online Shopping Site like Amazon. Today, any consumer with a Smartphone can learn about the trends running into the market, information about the new product arrivals, compare prices between multiple e-com sites for a particular brand, and also become aware of the discount offers along with the payment gateway available for him like COD or Credit/Debit Card etc. – enables the customer to maximize effectiveness and minimize the costs of his Shopping.

**Conclusion:**

India has more than 130 million populations, out of which 32% is urbanized and Indian e-commerce market is only 33% covered. Moreover, India is the second largest country in the population, second biggest online market and also the biggest smartphone users in the world, with the median age of 27 years. As per this data, this research paper concludes that with the amazing growth in the internet and smartphone users are playing a vital role in creating a lot of opportunities for e-commerce marketers and online shoppers in upcoming years.

**References:**


Critical analysis of e-commerce-threats Vis a vis opportunities to domestic market

Rekha Naug
Subodh Girls College Sanganer, Jaipur; rekhanaug@rediffmail.com

ABSTRACT: E-commerce is entering into the Indian market as a noticeable way. To most of us, a world without e-commerce would sound absurd now. From making e-payments for electricity and water bills to sending flowers and cake on your friend’s or relative’s birthday, everything seems to have taken an online avatar. Offering a way to trends like these, e-commerce in India has been constantly trying out various permutations and combinations for a perfect establishment.

Dynamic and lucrative, the size of India’s retail sector is currently $500 billion (constituting about 10 per cent of GDP), out of which about 8 per cent is organized retail and only 0.2 per cent (out of organized retail) is e-commerce. The organized retail is growing at about 10 per cent and e-commerce is growing at 50 per cent – 60 per cent year over year, quite phenomenal.

Keywords: absurd, avatar, e-payments, permutation, combination, phenomenal

Introduction: Rapid growth of E-commerce during last ten years is well known to all of us. It is estimated that volume of ecommerce business in India, by Dec 2016 will be approximately 2011.52 million USD. India is having around 60 crore internet user that is almost one third of the population is using internet. Principle that “customer is king” is again supported by e-commerce business. There is no doubt that customer is benefited by better quality and timely services with least physical efforts. I would like to analyze the effects of e-commerce business on Indian domestic market. Following table presents and overview of threats and opportunities faced by business and service sector of Indian domestic market.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Threats</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Business</td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>Retail Grocery</td>
<td>On one hand the business volume of large and capable grocery supplier will grow further, on other hand retailers are forced to maintain quality and better services on reasonable rates. Retailers are even now taking order on telephone and giving home delivery in near</td>
</tr>
<tr>
<td></td>
<td>Before expansion of E-commerce business in domestic areas retail grocery business was Flourishing and was giving employment opportunity at least two or more persons. Now people are preferring to order grocery items on line, as they trust on large suppliers and they need not to go to grocery shop and waste time over there.</td>
<td></td>
</tr>
</tbody>
</table>
Opportunities and Challenges in e-commerce and Digital Marketing

<table>
<thead>
<tr>
<th>B</th>
<th>Cloths and Hosiery</th>
<th>Retailers are to maintain quality band they may consider to link their supplies with big players in the market.</th>
</tr>
</thead>
<tbody>
<tr>
<td>As stated above due to similar reasons small retail market is adversely affected. Customers are preferring to order standard company product online.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C</th>
<th>Electronic Goods</th>
<th>Using Ecommerce services customer are ordering product of standard companies on press of mouse button. Customer can compare features and prices of similar products offer by other companies.</th>
</tr>
</thead>
<tbody>
<tr>
<td>With increased per capita income, customer now wants to purchase electronic goods eg. Computer laptop mobile etc. having latest features. They are ready to pay high price for the same. Customer therefore prefers to buy standard company products from authorized dealers or directly from company. There for the local retailers and local brands losing their market share.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 2 | Services | |

<table>
<thead>
<tr>
<th>B</th>
<th>Education</th>
<th>Online registration for most of the courses and online payment of fees options are available now a days. Facility of online interactive session, E-tutorials, E-library and online examinations brought radical changes in the educational system of the country. Now information technology or computer education is an essential ingredient of any kind of education, whether it is engineering, medical or administrative or any other kind of job.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional education system is to undergo costlier changes to fulfil the requirements of era of information technology. Old aged teachers, who are not having sufficient knowing of information technology, are feeling difficulties to fulfil their job responsibilities. Use of calcium powder chalk and board concept or marker and white board concept, though cannot be ruled out, but losing its significance.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C</th>
<th>Insurance</th>
<th>Increasing use of E-commerce in insurance sector is facilitating the customer. Now renewal of two wheeler and four wheeler vehicle insurance can be done online. Payment of premium and submission of claim document can be done on online mode.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Previously for renewal of any kind of insurance agent and insured were to meet personally. Though the role of agent cannot be ruled out totally however it is reduced considerably with increasing use of E-commerce in insurance sector.</td>
<td></td>
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</tbody>
</table>

**Conclusion:** E-commerce is changing a way of buying and selling products and services in India. Due to E-commerce people can buy on line products and can save time and money. But
some old age people and IT-illiterate people are facing problems to take benefits from e-commerce services.

References:

- E-commerce in India a game changer for the economy
Emerging Role of Plastic Money in E-commerce

Rahul Singh
Research Scholar, Department of EAFM, University of Rajasthan, Jaipur

Abstract:
With the drastic changes in the technology and extensive growth of e-commerce in India has pushed customers towards plastic money instead of maintaining hard cash in their pockets. E-commerce has become the new-age sector, which has been helping in pushing sales and transaction values of credit and debit cards in India. The main objective of this research paper is to study the impact of plastic money in e-commerce as well as the most used payment option while online transactions. This is based on secondary data collection through magazines, peer articles, old research papers and online sites etc.

Keywords: e-commerce, plastic money, debit-credit cards, Indian Banking Sector

Introduction:
In India, almost every startup and existing e-marketers are adopting “e-commerce” and performing their business sales online over the computer networks, as a means of expanding their sales and revenue, market share, excellent customer service, cost reduction, and growth in the production. Previously, companies were traditionally using computers to manage their production and customer data. Now, with the advancement of the technology have enabled firms to make more efficient and effective their transactions with suppliers, distributors, and retailers through the way of e-commerce.

Objectives of the study:
- To study the gap between debit card and credit card users to analyze the most used option by the customer.
- To study the impact of debit and credit cards on e-commerce in the banking industry.

Importance of e-commerce in banking industry:
An impact of e-commerce can be seen by the growth in the use of credit and debit cards despite the cash-on-delivery option by the customer. E-commerce can only be the reason for the growth of credit and debit card sales today. Use of cash will go down drastically and would lead to a potential transformation in the Indian economy. With the increasing use of plastic money, the
printing cost of currency will be reduced and banks will save the cost occurred on maintenance thousands of ATMs and so on.

**Methodology of the study:**

This is based on secondary data collection through magazines, peer articles, old research papers and online sites etc. To study the objectives clearly, we have processed to a study on the basis reviews and data available online by the RBI.

**Gap between the credit card and debit card sales:**

**As per data on volumes issued by the RBI in context to HDFC Bank,** 236 million credit cards and 2,892 million debit cards had been used by Indian consumers and payments valued at Rs 72,500 cr. via credit cards and Rs 8,73,200 cr. Via. Debit cards were made by the end of July ‘16. This is being observed that cash is preferred for small transactions and purchase of large electronic goods, grocery and household items are bought from e-commerce sites using plastic money such as debit and credit cards, smart cards, online banking etc.

![Money Matters Table]

(Figure: Data Source – HDFC Bank Report, till July ’16)

From the above figure, there is a big opportunity for sales and users of credit cards as compared to debit card sale and transactions by the users. As we study the fact and figures released by RBI (a survey conducted for HDFC Bank Debit/Credit Card users), which shows a gap between the awareness of the use of Debit and Credit Card users. It shows that people are more comfortable to pay only when they have money in their saving accounts rather than using Money on a credit basis.

**Impact of Plastic Money in E-commerce:**

Plastic money is similar to paper money but the difference is that, it is made of plastic and more secured despite of paper money. Due to risks and to make transactions more convenient, Plastic
cards such as Debit/Credit/Smart cards have been introduced worldwide. As per given data about the users of plastic money and with the technology advancement, plastic money is more secured and convenient to use. Mainly, this has now changed the scenario of Indian banking industry along with other manufacturing and non manufacturing industries.

**Conclusion:**

This study concludes that with the increasing use of plastic money, everyone looks forward to getting a secured and safe banking transaction along with a paperless. Today, plastic money or paperless banking is playing a vital role in the growth of e-commerce industry. People are more aware of the options available and are keen to adopt the same. Finally, the paper concluded that there is a high scope for virtual money in coming era for the e-commerce industry.

**Reference:**


E-Commerce in Indian Banking Industry

Pooja Yadav
Research Scholar, Department of Business Administration, University of Rajasthan, Jaipur

ABSTRACT:

E-commerce means electronic commerce and relates to trading in goods and services via the electronic medium. It is fast gathering momentum and becoming a reality in India like in other parts of the world. With tremendous progress in the field of information technology the world has been reduced to a global village and this led to an unprecedented change in the banking industry. E-banking (internet banking) is an e-commerce application which lets the customers to perform any of the virtual banking functions, financial functions online in a protected and secure manner. The research paper highlights the benefits and challenges in the Indian banking sector through e-commerce and focuses on analysing the progress made by Indian banking industry in adoption of technology. The paper concludes that in years to come, e-banking will not only be the acceptable mode of banking but will be the preferred mode of banking.

KEYWORDS: E-commerce, E-banking, Indian banking industry.

INTRODUCTION:

E-commerce means electronic commerce and relates to trading in goods and services via the electronic medium. It uses the Internet and the Web to transact business. E-commerce may also refer to electronic data interchange (EDI), where one company's computer inquires and transmits purchase orders to another company's computer. It is fast gathering momentum and becoming a reality in India like in other parts of the world. E-commerce involves an online transaction. It can range from online ordering, through online delivery of paid content, to financial transactions such as movement of money between bank accounts. With tremendous progress in the field of information technology the world has been reduced to a global village and this led to an unprecedented change in the banking industry. Like other companies, banks are taking steps to increase the use of networking technology in their business operations. For banks, however, the advent of electronic commerce poses questions as well as opportunities. E-banking (internet banking) is an e-commerce application which lets the customers to perform any of the virtual banking functions, financial functions online in a protected and secured manner. It requires the use of internet for delivery of banking products and services. Functions of e-banking include BFSI (Banking, Finance, Securities and Insurance). The Government of India has enacted the IT Act, 2000 with effect from October 17, 2000 which gave legal recognition to electronic transactions and other means of electronic commerce. Legal and other requirements of e-banking are monitored and reviewed by the Reserve Bank on a continuous basis.
basis in order to ensure that e-banking develops on sound lines and challenges related to e-banking would not pose a threat to financial stability.

E-banking covers internet banking, shopping, credit cards, debit cards, automated teller machines, querying the account balance, mobile banking, electronic funds transfer system, bill payment service, smart cards, investment through internet banking, cheque truncation payment system, applying for/claiming insurance.

RESEARCH METHODOLOGY:
The study is analytical in nature and it uses the secondary data which is collected from a number of sources including research papers, books, articles, and newspapers, magazines and journals, published and unpublished reports and various Bulletins of Reserve Bank of India.

OBJECTIVES:
• To study the benefits and challenges in the Indian banking industry through e-commerce.
• To analyze the progress made by Indian banking industry in adoption of technology.

BENEFITS OF E-BANKING:
Computers are capable to store, analyze, consolidate, search and present the data as per the requirements of the user with lot of speed and accuracy, thus, e-banking is of great help in overcoming the drawbacks of manual system. E-banking offers numerous benefits to various parties some of which are listed below.

• Time saving: Online banking, undoubtedly, saves a lot of time by allowing direct transaction from office, home or any place.
• Convenience: We can pay phone and electricity bills via online banking without going to the utility company’s bill collection outlets. It helps us avoid delayed payments.
• 24x7 services: Transactions through online banking can be performed at any time and from anywhere.
• Eco-friendly Process: It is an eco-friendly process as it does not consume volumes of paper and thus helps protect the environment.
• Easy Access: To do online banking tasks you simply need a basic computer system connected to the Web.
• Faster Banking: Online banking is a faster way to perform banking functions. Whether you buy goods online, pay bills or transfer money, it gets done in real time and within moments.
• Cost Saving: The process is very cost-effective.
• Other Benefits: Online banking has a number of other benefits. Users can do online shopping, buy tickets, make advanced bookings, etc.
CHALLENGES OF E-BANKING:

To work properly e-banking requires a centralized body of institution, which can formulate guidelines, effectively regulate and monitor the functioning of internet banking. Best security methods are the basic requirement for smooth working of internet banking and this presupposes the existence of best technological devices and methods for the protection of electronic banking transactions. A working group on Internet banking was constituted by the Reserve Bank Of India which focused on three major areas of e-banking i.e. (1) Technology and security issue (2) Legal issues (3) Regulatory and supervisory issues. All the three areas are selected in such a manner that the problems faced by banks and their customers can be reduced to the maximum possible extent. For the smooth and proper working of Internet banking certain guidelines are recommended by the Group. These guidelines are expected to bring uniformity in the selection and adoption of security measures, giving special emphasis on a uniform procedure. If these security mechanisms are adopted then the security of Internet banking transactions would not be endangered. This is because the success of Internet banking eventually depends upon a uniform, secure and safe technological base, with the most advanced features. The RBI has accepted the recommendations of the Group which are to be implemented in a phased manner.

CONCLUSION:

E-banking in India will have its own advantages to both the banks and the customers. But the study reveals that there is not much awareness among the Indian customers regarding the use of e-banking services. The guidance and persuasion by bankers will help promote the use of such services among the customers. In order to make e-banking more popular, banks must divide their customers according to demographic priority (i.e., age, gender, occupation etc.) and customize e-banking services as per their needs and requirements. They should bring appropriate changes to meet the necessities and challenges of e-banking. There is no doubt about the huge potential and open opportunities offered by advances in technology; still, there are pre-requisites and preparations, which are required to be done before the full benefits of the technology can be harvested. In years to come, e-banking will not only be the acceptable mode of banking but will be the preferred mode of banking.

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Present Scenario of E-Commerce in India

Vandana Nigam

1Research Scholar, Jaipur National University, Jaipur (India) and Assistant Professor S.S. Jain Subodh P G Autonomous College, Jaipur

ABSTRACT:

India is a developing country and E-Commerce is playing vital role in the Indian economy. They are the players who modulated the trend of doing business as well as the shopping style. E-commerce gains its popularity in Indian marketplace as it provides convenience for business and shopping. It gives a strong platform for doing business at affordable starting cost. But still relying on traditional style of shopping by Indian, it is not easy to penetrate Indian marketplace as well as people to fully accept and trust on e-commerce. This paper aims to show the challenges faced by e-commerce in India and their probable solutions.

KEYWORDS: E Commerce, Challenges, solutions

INTRODUCTION: The buying & selling of products and services by businesses & customers through on electronic medium, without using any paper documents is called E-commerce. It is an online business activity used for products and services. E-Commerce is growing very rapidly in India and the major driving forces behind it are - greater choice and improved convenience for customers, availability of vendors or merchants who sell their products and services directly to the customers from portals or digital cart and accepts payments through electronic medium like plastic money or electronic fund transfer etc. E-commerce is appearing in all areas of business, customer services, products and service development and design. In today’s era every business unit want to join online business because a large population of India is using internet. According to a survey India had an internet user base of about 354 million as of June 2015 and is expected to cross 500 million in 2016. Although India will become second largest country of internet users still the penetration of e-commerce is very low compared to other developed countries but there is a large opportunity and potential for it in India.

Driving Factors for popularity of E-commerce in India- According to Google India, there were 35 million online shoppers in India in 2014 Q1 and is expected to cross 100 million mark by end of year 2016. Due to such large volume, E Commerce is a major source of buying & selling products in today’s busy schedule. There are so many factors which not only boost but increasing the opportunity for e-commerce in Indian marketplace. Some of them are-

- Availability of Internet-Large percentage of population is using internet. Availability of 3-G, 4-G technology also boost this number and hence more and more people are connected with internet.
Opportunities and Challenges in e-commerce and Digital Marketing

- **Growth of Smart and I-Phone** - No of smart phone and I-phone mobile users are increasing day by day and it is very easy to use internet over it. The features of such phones make it possible to view, select and purchase of products and services at only single touch.

- **Increasing Per capita Income** - In India the poverty rate is declining, as a result the living standard is rising rapidly so people are ready to spend money on their comfortable lifestyle.

- **Wide Range of Products and services** - E-commerce provides wide range of products and services in comparison to window shopping, so customers feel more comfort on online shopping and service usage.

- **Competitive Price** - E-commerce becoming preferable choice for product and service providers because it reduces the inventory and other costs. But due to large numbers of providers, the prices are generally kept low to attract the customers as well as to add potential customers, which is again beneficial for customers.

- **Availability of Various modes of payments** - With e-commerce it is very easy to make payments through various means like debit or credit cards, electronic fund transfer and cash on delivery.

- **Availability of Classified Sites** - Most of the e-commerce sites are classified according to specified categories, so it is very easy for customers to select an appropriate site for browsing and shopping.

Although the above mentioned factors increasing the popularity of e-commerce day by day but there are some challenges which hinders the growth of it. These challenges are-

- **Low ratio of Digital literacy** - Digital illiteracy is a major problem e-commerce is facing in India. Most of the Indian population live in rural segment and is not in line with the growing digital trend. As the infrastructure is very poor rural population is not aware about internet, e-commerce and various benefits provided by them, so they used to prefer neighbourhood store for shopping and purchasing rather than to go with better options using internet.

- **Logistics and return policy** - It is the responsibility of the merchant to deliver the product, safe and secure, in the hands of the right customer in right time frame. But timely and secure delivery is a big problem as regular post doesn't offer an acceptable service level and couriers have high charges and limited reach. If products are not up to the mark or satisfactory level of customer then return of products is a very big issue for customers especially when payment has already been made at the time of delivery or through online.

- **Cash is preferable mode of payment** - High failure rate in online payment system, reluctance of customer to put payment information online and low usage of plastic money are the reasons
why cash is a preferable mode. A large customer segment still relies on CoD (cash on delivery) enjoying window shopping, which again slows down the growth of e-commerce. Most of the customer believes that electronic payment systems are not secure, they are vulnerable to various attacks so it is better to go with traditional payment style and denying the other mode of payments.

**Low awareness about Cyber Laws**-Cyber crimes are very common in online transactions, and customers have very little or no knowledge about their legal rights in such situations which keep them away from doing transaction online.

**Language constraint**-Language is a big barrier in adopting e-commerce because most of the content on portal is available in English only. People, who don’t know English properly, cannot deal with portals. Unavailability of contents in regional language hinders the growth and acceptance of e-commerce.

Except above mentioned barriers e-commerce still faces some other problems like taxation, lack of trust, poor telecom facilities and payment collection issues etc. which are responsible for slow growth of e-commerce in India. In order to make e-commerce reachable to more and more people some solutions are proposed. These solutions will increase the growth of e-commerce in rural as well as in urban areas.

**Increase the ratio of Digital literacy**-Availability of strong telecommunication infrastructure, fast internet and increased digital literacy level will definitely boost the growth of e-commerce in Indian marketplace.

**Proper Logistic management and easy return policy**-It is very necessary that prompt and secure delivery should be managed by the merchants to customers to keep their trust in them and return policy should also be flexible and easy so customer do not hesitate to try their products and services.

**Secure Payment Gateway**- To avoid online transaction misleading, it is necessary that payment gateway should be strongly secured and customer must trust on it.

**Awareness about cyber laws and Legal Framework**-Government should take appropriate measures that people should know their legal rights. Knowledge of cyber cell, cyber laws definitely helps customers to keep them protect from cyber crime as well as guide them if there is some problem. Right of customers can also be put on portals so that more and more customers can avail benefits from them.

**No Language Constraints**- In order to make e-commerce reach to the small enterprises and every part of rural area, it needs to be available in the regional languages, which enable rural merchants and customers to adapt e-commerce processes in their operations.
DISCUSSION: E-commerce has completely changed the way of buying & selling of product & services in India. It provides more options and choices in comparison to traditional window shopping. Various benefits like low cost, facility to compare their products, saving of time and money, fast service and delivery of products at doorsteps, 24X7 availability, no bound of time while browsing and shopping, easy online payments etc. make it more attractive for customers. According to the report, titled “Asia Pacific Online Retail Forecast, 2011 to 2016,” by Forrester, a leading global research and advisory firm, the e-commerce market in India is improving between 2012-16. The report stated that ecommerce revenue in India will increase by more than five times by 2016, jumping from US$1.6 billion in 2012 to US$8.8 billion in 2016. It clearly shows that e-commerce has a wider potential to penetrate the Indian market and there are lots of opportunities for existing as well as new merchants to start their business covering a big geographical area with affordable cost. But to achieve this target it is necessary that all hurdles and barriers should be minimized or removed at the earliest.

CONCLUSION- Although E-commerce is in its developing stage in India, but has a great potential to cover a very big area as it provides lots of facilities to customers. With the evolution of new methodologies and techniques it is possible to boost the business using e-commerce. It is ready to play a very important role in Indian economy.

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E-Commerce in India Challenges & Opportunities

1Latika Sharma, 2Anil Sharma
1Assistant Professor, Department of MBA, Arya Group of Colleges Kukas Jaipur
2Research Scholar, Department of MBA, Arya Group of Colleges Kukas Jaipur

ABSTRACT

E-commerce stands for electronic commerce. E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time. E-commerce involves conducting business using modern communication instruments: telephone, fax, e-payment, money transfer systems, e-data interchange and the Internet [2].

Electronic Business is more than just buying and selling products online. It also includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services.

This paper is outcome of a review of various research studies carried out on E-commerce. This paper examines different opportunities and challenges of e-commerce.

Keywords: - E-commerce, Challenges, Growth.

INTRODUCTION

E-commerce is an outcome of Information and Communication Technology (ICT) revolution in economic fields or the most visible way of contribution of ICT to economic growth. ICT, as a tool of socio-economic development, is a significant issue for developing countries. A common definition of e-commerce is to provide trade processes through data interchange, transaction of goods and services via computer networks such as the Internet.

The primary purpose of this study is to examine and uncover the impact of e-commerce and also identify the issues and areas important to the implementation of ecommerce that may help in enhancing the productivity in the economic growth of the country. Electronic commerce comprises core business processes of buying and selling, goods, services and information over the internet. Today E-commerce is a backbone in Indian society and it has become integral part of our society life. The first e-commerce site in India was rediff.com. E-commerce allows different payment through debit card, credit card of EFT (Electronic fund transfer) payments. Ecommerce provides multiple benefits to the customers in form of availability of goods at lower cost, wider choice and saves time, along with the need to invent and popularize
innovations such as Mobile Commerce. E-commerce provides a new place for connecting with consumers and conducting transactions. Virtual stores operate 24 hours a day, 7 days a week.

The way in which you manage your business relationships has not changed, but the way they are referred to when using e Business tools has. They are becoming more often known as:

• Business to business (B2B) • Government to consumer (G2C)
• Government to business (G2B). • Business to consumer (B2C) (also known as e Commerce)

Keeping the first category in research the Business-to-Consumer (B2C) segment, which includes the popular, Wall Street friendly businesses like Amazon, e-Trade, etc?

E-BUSINESS CHALLENGES ON THE SIDE OF MARKETERS ARE [1]:

The developing countries face a number of challenges in utilizing the benefits in raising incomes and trade flows in the area of e-commerce. A range of technical, legal and international governance considerations need to be addressed.

☐ **Personalization**: - It can be the single most important challenge for suppliers when it comes to e-commerce and its competition with retail stores. Retail stores have facility of personal touch which is difficult to replace with selling online.

☐ **Shipping Challenges**: - Issues related to lack of supply chain integration, delay in delivery and lack of proper courier services in some areas make customers frustrated.

☐ **Currency Challenge**: - Different countries have different import and export specifications. Issues related to credit card limits and currency exchange rates. This hinders smoothness in e-commerce shopping...

Issues faced by Consumer in e-commerce [3]

☐ **Refund**: - If the quality, size, color of acquired product does not match with the expected product then arise a situation of product return. But the refund for such situation usually takes a long time.

☐ **Trust**: - Consumers are seriously concerned about a number of dimensions of trust. These concerns are discussed, and can be analyzed into the following categories:

☐ Goods and services offered and acquired; and

☐ Assurances that refund is available for unsatisfactory goods and services;

☐ Trust in the privacy of personal data arising from electronic transactions.
Privacy: As far as the privacy of personal data is concerned, many people are concerned about the trails that they leave behind them in cyberspace, and by the use of models of their behavior using the techniques of the digital persona, of data matching and of profiling.

The major opportunities that e-commerce can bring to the companies/suppliers are:

- **it minimizes inventory cost:** E-commerce venture need not maintain huge inventories or expensive retail showrooms.

- **It can improve customer services:** It has been found that providing both customer and after-sale services account for up to 10 per cent of the operating costs.

- **It helps business globalize:** E-commerce by minimizing costs enables companies’ especially small ones to make information on its products and services available to all the potential customers spread over worldwide.

The major opportunities that e-commerce can bring to the customer are:

- **User friendly:** The best thing about e-commerce is its buying options that are quick convenient and user friendly with the ability to transfer funds online.

- **Eliminate Travel Cost:** Now, customers do not have to travel long distance. With few mouse clicks, customers can make their purchase.

- **Availability:** Consumers can purchase almost anything online 24*7 a day and get ultimate shopping experiences.

RESULT AND DISCUSSION

India has an Internet user base of about 354 million as of June 2015. Despite being third largest user base in world, the penetration of e-commerce is low compared to markets like the United States, United Kingdom or France but is growing much faster, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point. In India, cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities. Demand for international consumer products (including long-tail items) is growing much faster than in-country supply from authorized distributors and e-commerce offerings. As of first Quarter, 2015, seven Indian e-commerce companies have managed to achieve billion-dollar valuation Viz. Flipkart, Snapdeal, InMobi, Quikr, Amazon India, OlaCabs, and Paytm.

TOTAL RETAIL & RETAIL ECOMMERCES SALES IN INDIA 2013-2018

Source: e-Marketer, Dec 2014, Figures in USD Billions
Retail ecommerce sales in India, which was a meager $3.59 billion in 2013 grew to somewhat better $5.30 billion in 2014 and year to year growth. In year 2015, total online retail in India all set to touch $7.69 billion, growing at a rate of 45.2%. By the year 2018, ecommerce retail in India is expected to grow to $17.52 billion. (Fig. 1)

Conclusion

Indian e-commerce and online shopping together plays a significant role in comprehensive growth to the economy. Owing to the increasing internet population, it has become easier and simpler in dealing with the competitive market for better deals on product. However, along with development and changes in e-commerce, there are also security and privacy concerns among the customers. Hence, researchers in this field will need to study more on the security and critical issues relate to e-commerce.

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E Tailers & Challenges

Dr. Roopam Kothari & Ms. Shilpi Saxena

Associate Professor, The IIS University, Jaipur
Research Scholar, The IIS University, Jaipur.

Abstract

E-commerce is not a new phenomenon for Indian buyers as well as sellers. The e-Commerce industry in India, at its inception has grown at a remarkable pace due to high penetration of internet and sophisticated electronic devices. As an implication it captured a large share of total retail sales once. However, unlike its inception, the recent growth rate of e Commerce in India is far lagging behind than other developed countries. In last two years the contribution of e commerce industry to Indian economy is found to be declining. This contradictory situation calls for serious attention. Many researchers and authors have highlighted the problems faced by consumers while shopping online but very have focused their attention towards the hurdles faced by online merchant in smooth conduction of online retail business. There are many big challenges on the way of success of an online merchant. Because of these challenges online retailers have to face hurdles in making money from their online business. This paper focuses on all the challenges being faced by e-tailers and also suggests few strategies to cope with these challenges.

Keywords: E commerce, electronic devices, e tailers, online money transaction, etc.
E-commerce: A tool to enhance travel & tourism industry in the new era

Dr. Ruchi Jain and Ms. Parul Singh**
1Sr. Asst. Professor, Dept. of Financial Studies, The IIS University, Jaipur
2Research Scholar, the IIS University, Jaipur

ABSTRACT:

Information is the major element in the tourism industry and so is e-commerce which is growing day by day. Due to change in information technology and emergence of e-commerce different websites, internet and online software are being used widely. Tourism industry is one of the fastest growing industries in the world. With this e-commerce opportunities are also growing for tourism industry. The use of ICT adds value to tourism services and products. Although e-commerce is growing in leaps and bounds, it has both advantages as well as disadvantages. The main aim of this paper is to examine the role of e-commerce in the field of travel and tourism. The paper focuses on how e-commerce has revolutionised the travel world. E-commerce has made it easier for the customers to customize their package themselves according to their taste.

KEYWORDS: E-commerce, travel and tourism, internet

INTRODUCTION:

The use of internet is growing day by day. Tourism products are highly intangible in nature which becomes all the more necessary to gather all the important information about a particular destination. “E-commerce is defined as the process of buying and selling or exchanging products, services and information via computer networks including the internet” (Turban et.al, 2000, Bishal, 2010). The selection procedure of each and every traveller is different from one another. It is essential to understand people’s selection procedure of a destination. The purchasing pattern of customer has to be studied. Tourism and internet goes hand in hand. Now a days when a person thinks about travel, the first things that come in mind is to browse the internet about the various packages available online and also various information available. Booking facilities are available to mass consumers at a very lower cost. They don’t even have to visit the travel agency again and again, thus saving their time.

The new technology has changed the way consumers make planning, booking services and proceed for payments. “Agents need to adopt information technology to stay competitive and efficient” (Caroll, 2007, Amrita Thakre&Dr. I.C. Gupta, 2011). Many travel companies are
coming up with user friendly online booking. In recent days, mobile phones are becoming the key contributors for online purchases. According to IAMAI, e-commerce report 2013, travel accounts for 71% of e-commerce business in India (Octane Research). According to a research conducted by Octane it was found out that 95% of consumers browse online before making any travel purchase, majority of consumers book tickets online, but when it comes to hotel and tour packages, they prefer to book it offline, 36% of consumers opt for unplanned trips if offered a discount, 48% of consumers purchase decision is affected by social media, 41% consumers make a purchase decision after receiving a promotional or discount offer over an e-mail while 25% consumers take decision after receiving an offer on sms.

**Industry trend in recent era:** The trend in recent era has also changed. A large number of travellers plan their itineraries online. There are various travel portals available in India which provides complete range of services including Holiday Packages, Hotel Accommodation, Flights, Rental Taxi / Cab, Domestic Bus and many more related services. These portals have become a “one stop shop” for the travellers. Many consumers take this advantage of using internet and enjoy best deals at low prices. Booking through online portals also saves the time of the consumers, as they do not have to visit a travel company personally. Gift vouchers and deal are offered on travel packages to attract large number of consumers. Discount on booking through apps, or on mobile are used to lure customers along with cash back offers. Marketers are coming up with e-mail marketing sending across attractive flyers to consumers with their best deals / offers. This helps in attracting new consumers, convert prospects to buyers, build up relationships. E-mail marketing is considered as one of the best tools for e-travel.

**DISCUSSION:**

**E-commerce and online marketing** has revolutionised the tourism industry changing the way how consumers perceive the various products and services as offered by the industry. E-commerce has created a virtual world wherein the consumers are able to gather all the information about destinations, airfares, hotels, car rentals etc. The **increasing popularity of smartphones** has made people more tech savvy. Consumers are now spending more time on online search and purchase.

**CONCLUSION:**

With the rapid growth of tourism industry, there are number of challenges which this industry has to face in India. One such challenge is going hand in hand with the technological advancements in the commerce sector. E-commerce has brought new challenge for the tourism industry, to inculcate new trends in order to have healthy competition with other sectors. E-commerce is an important tool for the companies as well as important innovations in the field
of new technology and the internet. E-commerce has made it easier for the consumers to make their travel plans in a hassle free manner and all according to their needs.

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Effectiveness of E-commerce in Small Business- A Review

Anupam Jain*, Anjali Motwani* and Jitendra Singh*
*Research Scholar, Department of Business Administration, University of Rajasthan, Jaipur

Abstract

E-commerce has proved its utility in expanding the purview of market by innovatively connecting the concerned parties in field of business. But the effectiveness of ecommerce in small business is still questionable in terms of operational efficiency and feasibility. This paper tries to analyze the available literature on e-commerce in relevance of its implications in business organizations which operate in low volumes of trade or services.

We found that in context of India brand name and strong promotion chain are two major determinants of success if an enterprise contemplates of effectively utilizing ecommerce aided operations, especially in business to consumer case (B2C). Small business organizations find it difficult to implement and take optimum advantage of ecommerce setup because of less funds and small scale operations. But with passing times the level of awareness and perception of consumers and other market players towards e-commerce has changed. This review would definitely help to further enrich the research on e-commerce domain opening up the quest for pragmatic solutions in the direction of its success in India.

Keywords: E-commerce, Small business, Effectiveness
Online Business Transaction and Security of E-commerce

Dr. P. C. Saini, Mukesh Kumar Verma

Abstract

Along with the information technology, the Internet high speed development, electronic commerce has caused the current distribution realm significant transaction gradually. In the electronic commerce practice, the online electronic payment is the electronic commerce essential link, also is the foundation condition which electronic commerce can smoothly develop. Not the corresponding real-time electron payment means coordinate, electronic commerce only can be does not have the practical significance. The hypothesized commerce, but is unable to realize on the genuine net the transaction. E-commerce security is a part of the Information Security Framework and is specifically applied to the components that affect e-commerce that include computer security, Data security and other wider realms of the Information Security Framework. E-commerce security has its own particular nuances and is one of the highest visible security components that affect the end user through their daily payment internet interaction with business. E-commerce security in the protection of e-commerce assets from unauthorized access, use, alteration, or destruction. Dimensions of e-commerce security integrity, non repudiation, authenticity, confidentiality, privacy, availability. E-commerce offers the banking industry great opportunity, but also creates a set of new risks and vulnerability such as security threats. Information security, therefore, is an essential management and technical requirement for any efficient and effective payment transaction activities over the internet. In this paper we discussed with overview of e-commerce security, online business transaction, understand the online shopping steps to place an order.

Keywords: E-commerce, Security, Issues, Online shopping, Electronic, Payment System.

INTRODUCTION

E-commerce Security is a part of the Information Security framework and is specifically applied to the components that affect e-commerce that include Computer Security, Data security and other wider realms of the Information Security framework. E-commerce security has its own particular nuances and is one of the highest visible security components that affect the end user through their daily payment interaction with business.

Today, privacy and security are a major concern for electronic technologies, M-commerce shares security concerns with other technologies in the field, Privacy concerns have been found,
revealing a lack of trust in a variety of contexts, including commerce, electronic health records, e-recruitment technology and social networking, and this has directly influenced users.

Security is one of the principal and continuing concerns that restrict customers and organizations engaging with ecommerce. Web e-commerce applications that handle payments (online banking, electronic transactions or using debit cards, credit cards, PayPal or other tokens) have more compliance issues, are at increased risk from being targeted than other websites and there are greater consequences if there is data loss or alteration. Online shopping through shopping websites having certain steps to buy a product with safe and secure.

The e-commerce industry is slowly addressing security issues on their internal networks. There are guidelines for securing systems and networks. There are guidelines for securing systems and networks available for the ecommerce systems personnel to read and implement. Educating the consumer on security issues is still in the infancy stage but will prove to be the most critical element of the e-commerce security architecture. Trojan horse programs launched against client systems pose the greatest threat to e-commerce because they can bypass or subvert most of the authentication and authorization mechanisms used in an e-commerce transaction. These programs can be installed on a remote computer by the simplest of means: email attachments.

Privacy has become a major concern for consumers with the rise of identity theft and impersonation, and any concern for consumers must be treated as a major concern for e-commerce providers.

RELATED WORKS

Security is one of the principal and continuing concerns that restrict customers and organization engaging with ecommerce. The aim of this paper is to explore the perception of security in e-commerce B2C and C2C websites from both customer and organizational perspectives. With the rapid development of E-commerce, security issues are arising from people’s attention. The security of the transaction is the core and key issues of the development of E-Commerce. This paper about the security issues of E-commerce activities put forward solution strategy from two aspects that are technology and system, so as improve the environment for the development of E-commerce and promote the further development of E-Commerce.

Web applications increasingly integrate third-party services. The integration introduces new security challenges due to the complexity for an application to coordinate its internal states with those of the component services and the web client across the Internet.

Ecommerce web site owners on one side are thinking of how to attract more customers and how to make the visitors feel secured when working on the site, on the other side how the end users
should rate ecommerce website and what they should do to protect themselves as one among the online community, our objective of writing this research analysis journal is to make the readers to have clarity of thoughts on the technology which helps all of us to do secure transactions along with safety tips. And how ecommerce site owners, have to make their online visitors to be of much comfort or trust an ecommerce site via trust marks, and by their security strategies.

They only disrupt E-commerce operations and should be classified as a Denial of Service (DoS) tool. The Trojan horse remote control programs and their commercial equivalents are the most serious threat to e-commerce. Trojan horse programs allow data integrity and fraud attacks to originate from a seemingly valid client system and can be extremely difficult to resolve. A hacker could initiate fraudulent orders from a victim system and the ecommerce server wouldn’t know the order was fake or real. Password protection, encrypted client-server communication. Public-private key encryption schemes are all negated by the simple fact that the Trojan horse program allows the hacker to see all clear-text before it gets encrypted.

Due to the increase in warnings by the media from security and privacy breaches like identity theft and financial fraud, and the elevated awareness of online customers about the threats of performing transactions online, e-commerce has not been able to achieve its full potential, many customers refuse to perform online transactions and relate that to the lack of trust of fear for their personal information.

The traditional authentication mechanism is based on identity to provide security of access control methods; in addition, traditional encryption and authentication algorithm require high computing power of computer equipment. Therefore, how to improve the authentication mechanism and optimize the traditional encryption and authentication algorithm may be the focus of P2P e-Commerce.

E-Commerce offers the banking industry great opportunity, but also creates a set of new risks and vulnerability such as security threats, information security, therefore, is an essential management and technical requirement for any efficient and effective e payment transaction activities over the internet. Still, its definition is a complex endeavor due to the constant technological and business change and requires a coordinated match of algorithm and technical solutions.

The success of failure of an e-commerce operation hinges on myriad factors, including but not limited to the business mode, the team, the customers, the investors, the product, and the security of data transmissions and storage, Data security has taken on heightened importance since a series of high-profit “cracker” attacks have e humbled popular web sites, resulted in the
Impersonation of Microsoft employees for the purposes of digital certification, and the misuse of credit card numbers of customers at business-to-consumer e-commerce destinations.

The analysis of G2C based online payment systems triggered conclusions which led to emphasize research on the security aspect on online payment systems. It was found that the credit card based payment systems were the most widely used means of conducting online payments, it was also extracted from the study that users want more simplified, convenient and secure online payment systems. The effect of security, protection and trust towards consumers as well as attitudes plays a key role in ecommerce implementation however, if well implemented, instantaneous flow of goods and services internally and externally, Besides, vital information could also be simultaneously processed to matched with data flowing from external ecommerce transactions which could allows for efficient and effective integration into organizational processes.

A transaction between buyers and sellers in e-commerce includes requests for information, quotation of prices, placement for orders and payment, and after sales services. The high degree of confidence needed in the authenticity, confidentiality, and timely delivery of such transactions can be difficult to maintain where they are exchanged over the Internet.

Privacy and security can be viewed as ethical questions. At the same time the privacy and security area attracts a large amount of attention from the commercial sector because it has the potential to determine the success or failure of many business ventures, most obviously e-commerce activities.

Clearly, the online transaction requires consumers to disclose a large amount of sensitive personal information to the vendor, placing themselves at significant risk. Understanding (indeed, even precisely defining) consumer trust is essential for the continuing development of e-commerce.

In online shopping online electronic payment function is the key issue to ensure the consumers are fast and convenient, we have to ensure the safety and secrecy of the parties to a transaction, which requires a complete electronics trading systems.

**PURPOSE OF STUDY**

Study the Overview of E-commerce security. Understand the Online Shopping-Steps to place and order. Understand the purpose of Security in E-commerce. Discuss the different security issues in E-commerce. Understand the secure online shopping guidelines.

**DIGITAL E-COMMERCE CYCLE**
Security is very important in online shopping sites.

Now days, a huge amount is being purchased on the internet, because it’s easier and more convenient. Almost anything can be bought such as music, toys clothing, cars, food and even, porn, Even though some of these purchases are illegal we will be focusing on the entire item’s you can buy legally on the internet. Some of the popular websites are eBay, iTunes, Amazon, HMV, Mercantile, dell, Best Buy and much more.

SO CAN PEOPLES FEEL SAFE WHEN SHOPPING ON-LINE?

The answer to this is yes, if shoppers follow simple guidelines, if you are new to the Internet or a regular shopper online, the following guidelines should apply.

Make sure you know the exchange rate; if you are not sure of the current rates, find out before you buy an item. Find out the cost of delivery before placing your order and how long the delivery will take, most shopping sites use couriers to deliver the goods and when delivering overseas can become quite expensive. If you are bidding on E-bay check out the buyers and sellers feedback, this should become standard before you ever place a bid. Always read the FAQ section if you are new to the site, if someone demands cash for a payment, ‘say no’ Use your credit card to make your payment; this will protect you against fraud, Credit card companies refund accounts where fraudulent activity transpires. Check the buyers contact page, make sure their postal address is posted on it, if no, don’t deal with them. Don’t be afraid to ask the seller lots of questions, genuine sellers should be very helpful, some online shopping sites have forms where you can see customer feed back. Check, and read in full the terms and conditions, and the privacy police of the site. If you are unsure about a site, try doing a search with Google or any of the other search engines. You may find comments posted about the shopping site from other customers. If you are still not sure after reading the above it may be time to go shopping elsewhere. These simple guidelines should also apply when bidding online.

CONCLUSION

E-Commerce is widely considered the buying and selling of products over the internet, but any transaction that is completed solely through electronic measures can be considered e-commerce. Day by day E-commerce and M-commerce playing very good role in online retail marketing and peoples using this technology day by day increasing all over the world.

E-commerce security is the protection of e-commerce assets from unauthorized access, use, alteration, of destruction. Dimensions of e-commerce security; Integrity: prevention against unauthorized data modification, No repudiation: prevention against any one party from reneging on an agreement after the fact. Authenticity: authentication of data source.
Confidentiality: protection against unauthorized data disclosure. Privacy: provision of data control and disclosure,

Availability: prevention against data delays or removal. Fraudsters are constantly looking to take advantage of online shoppers prone to making novice errors, Common mistakes that leave people vulnerable include shopping on websites that aren’t secure, giving out too much personal information, and leaving computers open to viruses. In this paper we discuss e-commerce security issues, Security measures, Digital E-commerce cycle/Online Shopping, Security Threats and guidelines for safe and secure online shopping through shopping web sites.

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Online Shopping and the Transaction Protection in E-Commerce

*Dr. Ashok Agarwal and **Dr. Krishna Gupta

*Associate Professor, Deptt. of ABST, University of Rajasthan, Jaipur
**Associate Professor, Deptt. of EAFM, University of Rajasthan, Jaipur

Abstract

E-commerce security has its own particular nuances and is one of highest visible security components that affect the end user through their daily payment internet interaction with business. E-commerce security in the protection of e-commerce assets from unauthorized access, use, alteration, or destruction. Dimensions of e-commerce security integrity, non repudiation, authenticity, confidentiality, privacy, availability. E-commerce offers the banking industry great opportunity, but also creates a set of new risks and vulnerability such as security threats. Information security, therefore, is an essential management and technical requirement for any efficient and effective payment transaction activities over the internet. Along with the information technology, the Internet high speed development, electronic commerce has caused the current distribution realm significant transaction gradually. In the electronic commerce practice, the online electronic payment is the electronic commerce essential link, also is the foundation condition which electronic commerce can smoothly develop. Not the corresponding real-time electron payment means coordinate, electronic commerce only can be does not have the practical significance .The hypothesized commerce, but is unable to realize on the genuine net the transaction. E-commerce security is a part of the Information Security Framework and is specifically applied to the components that affect e-commerce that include computer security, Data security and other winder realms of the Information Security Framework. E-commerce security has its own particular nuances and is one of highest visible security components that affect the end user through their daily payment internet interaction with business. In this paper we discussed with overview of e-commerce security, online business transaction, understand the online shopping steps to place an order.

Keywords: E-commerce, Shopping, Transactions, online, Economy, Challenges.

INTRODUCTION

E-commerce encompasses buying and selling of products and services through electronic systems. Such as internet and other computer related networks, recently, rapid global growth in e-commerce has increasingly become necessary component of business strategy for efficient
transaction. E-Commerce technology in business could revolutionize relationships within organizations and individual transaction settings.

The internet has improved traditional brick and mortar stores through the development of e-commerce web sites. Nowadays, many e-commerce especially online shopping had widened the access to their products through new methods of marketing via electronically mediated e-commerce. Good understanding of the requirements, expectations and the operational concept of internet shopping could an advantage to effective online retailing and as well help the manufacturers in developing more effective and targeted online retailer operations. E-stores can be operated by either a pure or a traditional retailer. However, there is concern over online shopping especially when customer’s personal information and financial transactions is required to facilitate transaction through internet medium. A lack of trust is likely to discourage online consumers’ intentions form purchasing via online stores. However, with the existence e-commerce, Harridge-March reported that e-commerce serves as cost-reducing strategy for customers through distribution network of goods and services from the provider to the consumer.

Unlike conventional shopping which involves face-to-face transaction: online shopping uses internet, network and web-based technologies in creating interactive medium between sellers and consumers, In addition, the existence of online shopping yield benefits such as easy to business transaction network: saves times and reduces search costs compared to conventional shopping process, Because of these benefits, businesses and companies are widening their access to business transaction through fascinating method of delivery via electronically mediated shopping. With the recent growth of online shopping, it has become and attractive option for expanding the business opportunity available for sellers. By incorporating online shopping, into business transaction in companies can eliminate the need to construct new building to support services in other to accommodate the increase of consumers. E-commerce is potential tool for successful business innovation with promising advantages over current Libyan online transaction which are note to have been jeopardized by insecurity. However, this paper highlights the potential limitations associated with E-commerce transaction in Libya and proposes relevant steps to overcoming them. Relevance of integrating e-commerce into Libyan trade system is discussed with respect to their positive impact.

THE CHALLENGES OF SECURITY, PROTECTION AND TRUST

The problems associated with online shopping are more to consumer’s protection in transaction that requires privacy and trust between different geographical locations of countries. There is increasing concern over online shopping because of insecurity, lack of customer’s protection
and trust which are vital elements for a successful online transaction between countries, organization as well as individual.

Udo report that the major problem faced by consumers in an online transaction is security. From survey report, it is obvious the most reports acknowledged that transaction base on e-commerce have been constrained by security. In addition, consumers are concern about their privacy especially when their personal information are required to facilitate transaction besides, potential risks are also posed to those using credit cards to make purchase online. shopping since consumers cares for their privacy and security. Furthermore online shopping paves way to fraudulent act and unworthy credit orders which is also attributed to unsecured services. Trust also plays an essential role on consumer’s choice for online purchase. Roca reported that trust in online businesses determines consumer’s willingness to engage in online business.

In another study it was pointed out that security, protection policy and as well as reliabilities of companies are major barriers to online shopping. However, consumer’s behavior towards line shopping includes and not limited to concern over unauthorized sharing of personal information, unsolicited contacts from the online retailer, and undisclosed tracking of shopping behavior. Besides, system security consumers who are concern about illegal bridging technological protected devices to acquire consumer’s personal, financial or transaction-related information. Concern over online retailer fraud cause by purposeful misrepresentation or non-delivery of goods paid for are among the potential threat over online purchase.

Improved security in online shopping could tremendously encourage consumers to engage in e-commerce deal as well as its awareness and role among Libyan economic units. Consumers feel relaxed to use online medium when their capital and information are properly protected. Disposing of the customer’s personal detail and credit card information during and after online transaction should be avoided as it gives more room for illegal use of customer’s information. Trust in online transaction could be enhanced through policies that incorporate legal, technical, rigorous standards for security, data protection and as well as certificates of independent trusted third parties. In addition, online sellers should encourages trustworthy relationship in order to increase and attract consumers to online transaction by ensuring that every transaction is kept within the scope of agreement Owing to the need to facilitate e-commerce transaction in Libya we hereby proposed that efficient measures for effective implementation of e-commerce transaction in Libya economic developments should integrate web-based infrastructures so as to;

a. Reduce high costs associated with interest access, such as pronounced in service connection charges, tariff on subscription and hosting charges for websites with sufficient bandwidth.
b. Credit cards issuance should be regulated to monitor and control fraud through predetermined security code and features.

c. Transportation infrastructure through which goods and services are delivered should be enhanced through adapting good maintenance and charges of outdated facilities.

d. Transaction should be carried out only through secured network besides; parties embarking on online transaction should be acquainted on security-related issues to ensure reliability.

THE ISSUES OF SECURITY, PROTECTION AND TRUST RAISED IN LIBYA ONLINE SHOPING

Last decade witnessed rapid accumulation of numerous studies on technology-oriented e-commerce weakness. As innovative approach of e-commerce spreads across various sectors, online marketers could benefit from the opportunities attached to online shopping by using taking into consideration the measure capable of reducing crime-prone shopping.

E-commerce transaction in Libya in rapidly improving as industries and individual business unit faces increasing competition. Most companies in Libyan prefer online shopping however; creating globally-base competitive marketing will encourage the production of high value-added goods and services. However, Hunaiti et al. recognizes that e-commerce in Libya are confronted with many challengers such as banking system services, postal system suitability, internet safety as well as customer’s attitude towards the growth of e-commerce. With reference to blog at Face book website pertaining to online shopping in Libya, many bloggers pointed out their thought and views on online shopping in Libya. Here are the listed bloggers’ perceptions and most of them have pointed out that the issues that may rise if online shopping is introduced in Libya.

Based on these 5 different opinions from 5 different opinions from 5 different bloggers; frankly speaking from my opinion although e-commerce is not something new in this 21st century, however, e-commerce in Libya is at its early stage. Libyan consumers are ignorant about online shopping due to doubtful factors towards online shopping such as security, trust, privacy and when dealing with online sellers and consumers in and outside Libyan. Trust as an important factor affecting consumer behavior determines the success of online shopping in Libyan. In the other hand, lack of confidence and trust in online shopping are part of the determinant factor to mass acceptance of e-commerce as an efficient business transaction strategy in Libya. In addition, proper delivery address could raise concern among consumers embarking on online shopping in Libya.
Libyan government and business organizations could lift the limitations by effectively planning and implementing quality e-commerce shopping strategy for consumers with accepted required. E-commerce remains a potential strategy to boost business transaction in Libya however, trust, security and protection offered in online transaction in Libya should be looked into.

**POTENTIAL RELEVANCE OF E-COMMERCE TO LIBYAN ECONOMY**

Internet provides wider access for effective business transaction beside its inexpensive and reliability, transaction can be carried out faster and efficiently Libyan’s developing economy could be effectively enhanced through integration e-commerce technology into business related sectors. As a vast network of people and information, the internet enable e-commerce transaction in Libya by showcasing product and services for sell to potential customers with provided business access and information to interested partners. Electronic data interchanged to transact business among business parties in online should be kept private.

Since the intranet allows instantaneous flow of goods and services as well as internal information, vital information could be processed simultaneously and matched with data flow from external e-commerce transactions which could allow for efficient and effective integration of organizational processes. Proper implementation of e-commerce in Libya will facilitate small and medium-sized enterprises to reach the global market since its operation is base on open standard.

E-commerce implementation in Libya will facilitate mass customization through ordering systems that allow customers to make choice and order products with respect to their personal and unique specifications. For instance, a car manufacturing company with an e-commerce strategy allows for online order of newly built cars within few days based on the customer’s desired specifications. However, the effectiveness of e-commerce integration into company’s manufacturing process and ordering is profitable. In addition, the integration of e-commerce could lead to reduction in costs, strategic targeted marketing, and the facilitation of selling add-on products, services, and new systems when needed.

**CONCLUSION**

E-commerce is a revolutionary tool with the potential to transform Libyan present business transaction. Integration of its benefits to Libyan economy will facilitate business services around the globe. The actual information of the security, protection and trust among consumers in Libya need to be investigated owing to consumers’ perspective on the online shopping.

The effect of security, protection and trust towards consumers as well as attitudes plays a key role in e-commerce implementation however, if well implemented, instantaneous flow of goods
and services internally and externally. Besides, vital information could also be simultaneously processed to matched with data flowing from external e-commerce transactions which could allows for efficient and effective integration into organizational processes.

REFERENCE


Abstract
Online-to-offline commerce is a business strategy that draws potential customers from online channels to physical stores. Online-to-offline commerce, or O2O, identifies customers in the online space, such as through emails and internet advertising, and then uses a variety of tools and approaches to entice the customer to leave the online space. This paper discusses the current state of specific opportunities in the areas of customer service and relationship management, Product and market strategy, Customer and digital experience, Payments and transactions, Fulfillment, Organization scaling, Tax and regulatory structuring, Risk, fraud and cyber security, Compliance framework and online to offline support are discussed.

Keywords: Online-to-offline commerce (E-commerce), customer relationship management, CRM, integration, support, customer service.

1. Scope of 'Online-To-Offline Commerce'
Retailers once fretted that they would not be able to compete with online to offline companies that sold goods online, especially in terms of price and selection. Physical stores required high fixed costs (rent) and many employees to run the stores, and because of limited space, they were unable to offer as wide a selection of goods. Online retailers could offer a vast selection without having to pay for as many personnel and only needed access to shipping companies in order to sell their goods. Some companies that have both an online presence and an offline presence (physical stores) treat the two different channels as complements rather than competitors. The goal of online-to-offline commerce is to create product and service awareness online, allowing potential customers to research different offerings and then visit the local brick-and-mortar store to make a purchase. Techniques that O2O commerce companies may employ include in-store pick up of items purchased online, allowing items purchased online to be returned at a physical store, and allowing customers to place orders online while at a physical store.

2. Definition of Online-To-Offline Commerce
Online-to-offline commerce is an emerging area that encompasses processes directly and indirectly related to the buying, selling and trading of products, services and information via computer networks – including the Internet. Define Online-to-offline commerce from these four perspectives:
Communication perspective

Online-to-offline commerce is the deliverer of information, products/services or payments over telephone lines, computer networks or any other electronic means.

Business process perspective

Online-to-offline commerce is the application of technology towards the automation of business transactions and work flows.

Online perspective

Online-to-offline commerce provides the capacity to buy and sell products and information on the Internet as well as other online services.

It is obvious that Online-to-offline commerce can be described in many ways. Perhaps the most useful description of Online-to-offline commerce would link it to trading: Online-to-offline commerce is trading by means of new communications technology. It includes all aspects of trading, including commercial market creation, ordering, supply chain management and the transfer of money. Online-to-offline commerce is actually a generic title that describes a range of technologies and practices that are now available to improve the effectiveness of trading relationships. At the application level, typical technologies would include: telephone, fax, EDI, electronic mail, electronic funds transfer, and the Internet – more specifically the Web.

3. Online-To-Offline Commerce Challenges

While the growth in this sector excites entrepreneurs and financial investors alike, some serious challenges are beginning to weigh down on the sector. Online to offline players in India need to address eight key aspects of their business, both internal and external.

External challenges

External forces impact how online to offline companies plan their growth strategy and provide seamless customer experience onsite and post-transaction.

- Product and market strategy:

Online to offline companies have to address issues pertaining to rapidly evolving customer segments and product portfolios; access information on market intelligence on growth, size and share; manage multiple customer engagement platforms; focus on expansion into new geographies, brands and products; and simultaneously tackle a hypercompetitive pricing environment.
• **Customer and digital experience:**

Companies have to provide a rich, fresh and simple customer experience, not geared towards discovery; manage inconsistent brand experience across platforms; manage proliferation of technologies; and handle time-to-market pressure for new applications. In the recent past, social media has become more influential than paid marketing.

• **Payments and transactions:**

Online to offline companies may face issues around security and privacy breach and controlling fictitious transactions. Further, RBI restrictions for prepaid instruments or E-Wallets act as impediments. From a transactions perspective, cross-border tax and regulatory issues, and backend service tax and withholding tax can have serious implications.

• **Fulfillment:**

Companies will need to check if the physical infrastructure gets affected by the internet speed. Also, the lack of an integrated end-to-end logistics platform and innovation-focused fulfillment option could cause delivery issues. Challenges around reverse logistics management and third party logistics interactions could also act as barriers to growth.

**Internal challenges**

Internal forces impact how online to offline companies can organize to drive and sustain growth.

• **Organization scaling:**

Online to offline companies will have to make sure organization design keeps pace with the rapidly evolving business strategy, along with fluid governance, strong leadership and management development. From a growth perspective, identifying acquisition opportunities, fund raising and IPO readiness becomes necessary. From a technology perspective, it is important to transform IT as an innovation hub and address the lack of synergy between business, technology and operations functions of the enterprise.

• **Tax and regulatory structuring:**

Companies will need to address issues around sub-optimal warehouse tax planning; imbalance between FDI norms vis-à-vis adequate entity controls; inefficient holding, IPR or entity structures; and international tax inefficiencies. Future challenges include the new Companies Act, policy on related-party transaction pricing, and the uncertainty around GST roadmap.
5. Opportunities for Online to offline

The development of the internet in the 20th century led to the birth of an online-to-offline commerce, which is now a kernel of electronic commerce (e-commerce). An online-to-offline commerce provides a virtual space where sellers and buyers trade with each other as in the traditional marketplace. Various kinds of economic transactions and buying and selling of goods and services, as well as exchanges of information, take place in online-to-offline commerce. Online-to-offline commerce has become an alternative place for trading. Finally, an online-to-offline commerce can serve as an information agent that provides buyers and sellers with information on products and other participants in the market. These features have been reshaping the economy by affecting the behavior of buyers and sellers.

1 E-business
E-business affects the whole business and the value chains in which it operates. It enables a much more integrated level of collaboration between the different components of a value chain than ever before. Adopting e-Business also allows companies to reduce costs and improve customer response time. Organizations that transform their business practices stand to benefit immensely from innumerable new possibilities brought about by technology.

2 Online to offline integration

Online to offline education into all business courses is that technological developments are significantly affecting all aspects of today's business. An online to offline dimension can be added to the business curriculum by integrating online to offline topics into existing upper-level business courses. Students would be introduced to online to offline education and topics covered in a variety of business courses in different disciplines e.g. accounting, economics, finance, marketing, management, management information systems. To help assure that all related business courses in all disciplines such as e.g., accounting, finance, economics, marketing, management, information systems pay proper attention to the critical aspects of online to offline, certain online to offline topics should be integrated into existing business courses.

3 Open and distance learning

As the availability of the Internet expands, as computing devices become more affordable, and as energy requirements and form factors shrink, e-learning will become more popular. In addition to the importance of lifelong learning, distance education and e-learning will grow in popularity because convenience and flexibility are more important decision criteria than ever before. E-learning will become widely accepted because exposure to the Internet and e-learning often begins in the primary grades, thus making more students familiar and comfortable with online learning. In fact, for many countries, distance education has been the most viable solution for providing education to hundreds of thousands of students.

4 Online to offline and E-insurance

Internet infrastructure and introduction of economic reforms in the insurance sector have opened up the monopolistic Indian insurance market to competition from foreign alliances. Although the focus of online to offline has been mainly on business to consumer (B2C) applications, the emphasis is now shifting towards business to business (B2B) applications. The insurance industry provides an appropriate model that combines both B2C and B2B applications. Online policy purchase is faster, more user-friendly and definitely more secure than the traditional processes. Therefore it is more attractive to the insurer. At the same time it incurs less cost and requires fewer resources than traditional insurance and is therefore more profitable for the insurance company. E-insurance also makes the insurance procedure more
secure since the policy details are stored digitally and all transactions are made over secure channels. These channels provide additional market penetration that is absent in traditional channels and help in earning more revenue than traditional insurance processes.

5 Future media of online to offline:

Online to offline today is done 99% Probability using PCs either desktops or laptops. For B2B online to offline this is unlikely to change. For B2C online to offline however, things will be more complex. There will be wider range of relevant media, including interactive digital TV, and a range of mobile and wireless services. There will be huge difference between different consumers' ownership of equipment and access technology. Some will have broadband access and others have no digital communication at all.

6 Economic issues raised by online to offline for the WTO and developing countries.

Online to offline offers unprecedented opportunities to both developing and developed countries. In the short run, the gains are likely to be concentrated in developed countries have more to benefit. This is because, in the short run, developing countries lack the infrastructure necessary to take full advantage of Internet. For many countries, especially developing ones, in these countries, most consumers do not have computers or Internet access. A likely scenario, therefore, is one in which a handful of independent entrepreneurs will receive the product by Internet, convert it into physical form such as CDs and sell the latter to consumers. But this activity may itself be costly, using up real resources. But in the long run, they can leapfrog, skipping some of the stages in the development of information technology through which developed countries have had to pass.

6. Concluding remarks:

With the development of computer technology, the World Wide Web has become the connection medium for the networked world. Online to offline creates new opportunities for business; it also creates new opportunities for education and academics. It appears that there is tremendous potential for providing e-business education. However, rapidly changing technology is continually bringing new goods and services to the market accompanied by new strategies to sell them. Therefore, it may also conclude that new ethical issues related to business will emerge. New ethical issues must be identified and immediate steps and actions should be taken. Online to offline provides tremendous opportunities in different areas but it requires careful application for consumer protection issues. Growth of online to offline would also depend to a great extent on effective IT security systems for which necessary technological and legal provisions need to be put in place and strengthened constantly.
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Spiritual Values and Employees Organizational Commitment

Dr. Poonam

Assistant Professor, Department Of Business Administration, University Of Rajasthan, Jaipur (302004)

ABSTRACT
Organizational commitment, productivity and efficiency are among the most important issues of organizational management, and generally, a significant subject in socio-economic life of the countries and spiritual values at work are the valuable and effective factors that can escalate this commitment. Spiritual values at work means that the individuals and organizations consider working in a spiritual path, in an opportunity to grow and contribute to society in a meaningful way, attempting to live their values more fully in the work they do. It is also about care, compassion and support of others; an integrity and people being true to themselves and to others. This article suggests six effects that can be associated with a model of workplace spirituality, and talked of implications of spirituality at workplace. Regardless of this ongoing debate, identifying desired characteristics of spiritual workplaces can bring us closer to understanding the role that spirituality can play in organizations, the way it can function to positively impact the bottom line, and the value it might bring to members of the work community.

Keywords: Workplace Spirituality.
Cobra effect (Perverse incentive) in Indian e-commerce sector

1Dr. Gaurav Lodha & 2Pooja Shekhawat
1HOD, Deptt. of Commerce, Manipal University, 2Research Scholar (Manipal University)

In the starting days of GMV-led startup valuations, top marketplaces offered massive discounts in the order of 30% - 50% primarily on the fashion category where the products have been in the cart for over 30 or 60 days. This kind of discount was offered directly to the customer via push notifications. The incentive scheme of giving huge discounts to attract customers worked for initial months until the consumers figured out the trend. The strategy used by e-commerce sites altered the consumer behavior permanently. Later on, when firm’s switched to more optimal conditions like cart discount scheme on a minimum cart value, customers still preferred to wait for some time. Some firms were also trying to follow conditional cart discounting that took into consideration category, brand, price band, purchase pattern etc. But it was a case of too little and too late as consumers still preferred to search more and wait for prices to drop. This paper discusses methods that can be used to reverse this behavior. The impact of incentives in term of discount or other means can bring positive results when followed with the right approach. The company should correctly calculate the optimal value of the incentive to be offered. This calculation should not only be based on financial numbers but also on the social preferences of the target segment and satisfying their cognitive biases. The paper concludes that building a good product and delivering great user experience is the only way to tackle Cobra effect.
Emerging Trends on E-Commerce

Shikha Choudhary
Research Scholar, Manipal University

Electronic Commerce is process of doing business through computer networks. A person sitting on his chair in front of a computer can access all the facilities of the internet to buy or sell the products.

Unlike traditional commerce that is carried out physically with effort of a person to go & get products, e-commerce has made it easier for human to reduce physical work and to save time. E-commerce which was started in early 1990's has taken a great leap in the world of computers but the fact that has hindered the growth of e-commerce is security. Security is the challenge facing e-commerce today & there is still a lot of advancement made in the field of security.

The main advantage of e-commerce over traditional commerce is the user can browse online shops, compare price and order merchandise sitting at home on their PC. For increasing the use of e-commerce in developing countries the B2B e-commerce is implemented for improving access to global markets for firms in developing countries. For a developing country advancement in the field of e-commerce is essential. The research strategy shows the importance of the e-commerce is developing countries for business applications.
E-marketing in retail market in India

Shiv Shankar Sain

Research Scholar, Deptt. of ABST, University of Rajasthan, Jaipur

Abstract

Today, E-marketing is one of the most emerging technologies in Information Technology and E-Commerce sector. Internet has brought nearly the entire world just a click away from us. E-commerce has come out as a successful inventive business tool through internet. In the earlier period, the internet and E-commerce business activities have become one of the fastest growing technologies that playing a significant role in the daily life of human being. Entire market places for trade and commerce have jump up online. The scope of E-Marketing is deemed to be broad in scope it does not only use to promote marketing over the internet but also helps in marketing as well through e-mail and wireless media. While developed and fast developing countries have understood the power of Internet, India still has a long way to catch up.

Keywords: E-commerce, online business, Online Market, Social Media Marketing.

INTRODUCTION

Internet marketing (IM) is also known as digital marketing, web marketing, online marketing, or e-marketing. The terms e-Marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous. As a symbol of globalization, e-business represents the cutting edge of success in this digital age and it has changed and is still changing the way business is conducted around the world. E-Marketing is the process of marketing a brand using the Internet. Indian market is dominated by unorganized players but there is a huge potential in the area of organized retail as well. Entry of bigger players such as Big Bazar, More, Metro etc., to even the rural areas has paved the way for growth in this sector. E-Marketing

Encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity. The e-business is one of the biggest things that have taken the Indian business by storm. There has been rise in the earnings of Indian middle class due to rapid economic growth. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. It is creating an entire new economy, which has a huge potential and is fundamentally changing the way businesses are done. It has advantages
for both buyers as well as sellers and this win-win situation is at the core of its phenomenal rise. The commercialization of the Internet has driven electronic commerce to become one of the most capable channels for inter-organizational business processes.

**OBJECTIVES OF THE STUDY**

1. To grant proposal to popularize online trading and increase the prosperity of online retail companies in India.

2. To recognize the problems in online trading in retailing from the point of view of providers and clients.

3. To review the current status of online trading in retailing in India.

**CONCLUSIONS**

Online trading is here to stay and will be extensively used in future. For retailers in India, online shopping is gaining recognition as it entails many benefits for them. Some of these include, No real estate costs, Enhanced customer service, Mass customization, and Global reach, Niche marketing and specialized stores. Leading online retail traders are finding out the ways to retain profitability and long term sustainable development. Indian entrepreneurs said this latest focus on business fundamentals points to growing maturity of the local market. Online retailing in India will strengthen even further. Now the market leaders are emerging and no one doubts the viability of e-commerce.

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Today we are leading a digital life. Whatever comes in your mind, no matter how difficult it is they get easily solved. Digital marketing or e-commerce today has become very important in our life. Digital India is an initiative launched by Shri Narendra Modi, Honourable PM. He launched this scheme in month of July 2015. The prime benefit of this scheme most of government services are available now online.

DIGITAL MARKETING:

Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. Digital marketing is marketing the availability of a product through various forms of electronic media. Digital marketing is done through various websites and apps. These days marketing sites like Amazon, Flipkart, Snapdeal etc are giving cheaper deals as compared to local market. The main hit point of digital marketing that the cost is so less as they deliver the goods from manufacturer to the buyer. As every coin has two sides digital marketing also has both positive and negative sides. Use and dependency on internet has been increasing rapidly. Now a day except day to day items we are buying everything online. After we realize our needs we search for alternatives and in most of time we buy online.

OPPORTUNITIES:

1. Paperless reach.
2. No. of audiences communicated at large.
3. Campaign reach is high i.e. which can advertise our product at large scale.
4. It makes easier to trace competitor’s product and modify strategies.
5. Our return on investment can be increased.
6. Brand development strategy will be easier as it is spread worldwide.
6. We can get instant result and track customer satisfaction index.
Opportunities and Challenges in e-commerce and Digital Marketing

CHALLENGES:

1. **LOW CONNECTIVITY**: Digital marketing is highly dependent on the internet. This may be huge drawback because the internet may not be accessible in certain areas or consumers may have poor internet connection. Delivery options are not there in rural areas.

2. **POOR NETWORK**: Slow internet connections can cause difficulties. If the companies build too complex or too large websites, it will take too long for users to check them or download them and they will get bored eventually.

3. **DISTRUST BY PEOPLE**: There is still so much distrust among people. They always hesitate to pay online. They have fear whether their money might get dump.

4. **UPDATION**: Easier to have outdated information on internet, update timing is a critical issue here.

**E-COMMERCE**:

E-commerce of electronic commerce is way of conducting business through internet. In this digital era, where we are getting higher speed internet the usage of e-commerce has been increasing. E-commerce not only includes marketing but also online transactions, funds transfer, supply chain management, inventory management system, electronic reservations, digital wallet and lot many applications. E-commerce like digital marketing has lots of opportunities and challenges. Some of challenges and opportunities are highlighted below.

**CHALLENGES**:

1. Customers (mainly old generation) have very less faith in e-commerce. They find it a very difficult to operate the modern system.

2. Buyers in India return the product more frequently than they buy. This is a major problem. People take undue advantage of it. Reverse logistics cause more cost to the supplier.

3. Payment gateways have a high failure rate. Many a times bank sites have their server down which could create problems while making payments.

4. Now there is tough competition as there are many portals for doing same kind of work.

5. Technical support needs to train timely so that they tackle serious technical issues.

6. Maintaining delivery system efficiently so that customers get their delivery of goods and services in time.
OPPORTUNITIES:

1. We can do trading business at ease.
2. We can easily transfer funds.
3. Seamless shopping across mobile, online and net.
4. We can build better customer relationship management.

RESULTS

From the above research we can find digital marketing and e-commerce has become integral and essential part in your life. Digital marketing has also helped the new entrepreneurs and startups to flourish and expand the business. E-commerce has enabled them to conduct online transactions and avail other services. They help a lot in cost cutting and also audience can be communicated at very large. E-commerce has also evolved in recent years. These two aspects have changed human buying behaviour as they go to buy a product with full research. Digital marketing and e-commerce has changed the buying pattern of the customers.

CONCLUSION

Thus we draw up to the conclusion that digital marketing and e-commerce has changed the world’s style of doing and conducting business. It also reflects the change in pattern of consumer buying behaviour. We can see many opportunities and challenges highlighted above. We should focus on opportunities and challenges. We should try to overcome the challenges and always to improve the digital marketing and e-commerce.
Opportunities and Challenges in e-commerce and Digital Marketing

Theme: Opportunities & Challenges in E-Commerce and Digital Marketing
Emerging Trends in e-business, opportunities and challenges

Rita Soni, Abhishek Sharma, Meghna meena
Research Scholar, Department of EAFM, University of Rajasthan, Jaipur

Abstract:
The paper starts with a detailed introduction of e-business. Recent trends in e-business, challenges and opportunities are the subject matter of the study. Growth of e-business has been studied through this paper. E-business has become a condemnable competitive strategy that has revolted the universal economy. Consumers are being served “24 × 7”-24 hours a day, 7 days a week, relation ship between company and consumers is getting stronger. E-business provides numerous advantages to the consumers by making them available low priced goods, providing several choices and saves time. Communication and information altogether has raised relationship between organizations and individuals. For a strong and strategic headway e-commerce and e business have become necessary. Besides its great advantages e business poses many challenges because of its undefined popularity. With the every new technology both positive and negative aspects are found with its use and adoption. As the study shows opportunities of e-business on its second half it enlightens the challenges faced by e-business. Different modes of e-business have created a revolution around the word. New ethical issues must be identified and immediate steps and actions should be taken for making e-business more reliable and credible. E-business bestows immense opportunities in various areas but its careful application is required for consumer protection.

Keywords: E-business, opportunities, challenges, ethical issues, emerging trends.

Introduction–E-business refers to wide range of online business activities. E- Business is buying and selling goods and services over the Internet. E-business is concerned with buying and selling transactions along with revenue generation, activities regarding demand for goods and services, offering sales support and customer service or facilitating communications between business partners. It also contains any business transaction where parties interact electronically rather than by physical exchanges or direct physical contact. Transactions involving the transfer of possession or rights are the part of e-business or electronic business. E-business is the use of communication electronically and processing information technology in business exertions to create, modify and reinvent alliance among organizations, organization and individuals. For a strong and strategic headway e-commerce and e business have become
necessary. Communication and information altogether has raised relationship between organizations and individuals. Efficiency of the business has been revolted, customer participation has been increased and cost has been reduced through the active participation of information and communication technology. Distinctions between traditional and global markets have become small. In new economic environment where human skills are necessarily to be used, e-business is more pragmatic, workable and useful. With the help of the concept of e-business small and medium scale enterprises have become capable enough to compete with large and capital sound businesses.

Scope of the project- The scope of the project is limited to past two decades. The analysis of the change through e business in reference of India has been evaluated in this study.

Objectives- The objectives for the research paper are:

- To take an overview of drastic change caused via electronic business.
- To study how e-business can help organizations and individuals to exist into competition.
- To learn terminology and basic principles behind e-business.
- To find out the opportunities of e-business and challenges facing by it.
- To know about the ethical issues related to e business.

Research methodology- The paper studies about the recent trends of e-business. Type of the research is analytical in which available facts and information has been analyzed.

E-Business Trends staggering for the 21st Century:

1. E-business has become a condemnatory competitive strategy that has revolted the universal economy.
2. Consumers are being served “24 × 7”-24 hours a day, 7 days a week, relationship between company and consumers is getting stronger.
3. E-business that enables customers to personalize and customize products or services has prospered.
4. For achieving better targets and questing new customers information technology has proven to be so much productive.
5. The organizations and individuals always work to reduce the costs while producing, marketing, and distributing, this has become possible through e-business.
6. Developing and serving online communities with an open interest has raised the trust in customers. The loyalty aspect has its own favourable records making e-business really popular.

7. For getting change in conventional demand and supply economies e-business models has provided greater choice for customers.

8. E-business opportunities have been greatly extended with the Ready access to the Net from multiple gateways-cable TV, satellite, wireless telephones, and other devices.

9. Manufactures and customers are intimately tied up with efficient e-business virtual supply chains.

10. E-business has crossed the large data of earned revenue by people.

**E-business opportunities:**

**Changing e business landscape**- The biggest opportunity in e-business is vertically integrated brands that bring product directly to the consumers at competitive prices.

**Online retail education**- This assumption has become worth less that e-business is hard to do, it has risks and it seeks lots of money.

**Location Independence**- Hiring people to assign them exertions suitable to their skills has become easier than ever because of the concept of e-business.

**Collection of Niche Products**- Aggregation of many independent manufacturers and new product discovery is a compelling reason for the customers to return to check out merchandise.

**Niche Retailers and Small Manufacturers**- With the help of e-business conventional distribution channels have been changed now.

**Customer relationship management**- The biggest opportunities are in customer relationship for solving lifetime value before and after the sale.

**Customer Segmentation**- Distinction of customers according to their buying behavior, taste and preference is used in marketing through e-business.

**Conversion rate optimization**- The biggest opportunities are with conversion rate optimization (CRO) and the entire customer experience. Traffic generation is the point to be focused by most retailers, where most of the potential lies.

**Evolving Digital Landscape**- Mobile business is the big opportunity and the vast opportunity will come from fingerprint scanners to allow the consumers to purchase products from any website with a finger scan.
Social Customer Accession- It’s been easier to drive mass volumes of sales quickly and test markets through e-business. Agile startups can really differentiate them from their competitors.

Improving Customer Experience- By evaluating each member’s experience to analyze the preferences based on demographic information, purchasing behavior and waitlist data.

Smarter Merchandising- Smarter merchandising is a big opportunity for e-business because of collection of choices and wish lists made by individual customers makes the seller more specific regarding the supply of particular good.

Challenges for e business- Besides its great advantages e-business poses many challenges because of its undefined popularity. Some issues are ethical that have appeared as a result of electronic business. Following instances are uniquely concerned with electronic business or e-business.

- Ethical issues relevant to e business:
  - Privacy- Privacy or seclusion is remarkable issue of concern for contemporary and eventual electronic business customers.
  - Security concerns- In electronic business it has become really easy to access what Internet offers. In addition to privacy concerns, other ethical issues are involved with e-business. Electronic commerce provides an easy way to "click and hit" and the largely unrestricted cyberspace mediums have however triggered concerns about privacy and data security.
  - Other ethical issues- Other issue related to e-business as a challenge is for Manufacturers Competing with Intermediaries Online. Eliminating the arbitrator such as retailers, wholesalers, outside sales become many folds by setting up websites to sell directly to customers. This may involve downloading music directly from producers. Such things are highly responsible for disintermediation.

Findings and conclusion: An attempt has been made to put forward key findings that e-business can create greater efficiencies and practices. Rapidly changing technology is meticulously bringing changes in the era of business. New strategies are being made to reach goals. E-business has attained a lot more growth with mingled force of globalization and revolution in ICT. E-business offers unprecedented opportunities for developing and developed countries. It also creates new opportunities for education and academics. It appears that there is colossal potential for providing e-business education. E-business programs and courses are likely to grow and the structure, content, and delivery of e-business education are evolving and they should be tailored to the particular discipline. The entire world is interconnected. Developments of computer technology have narrowed the gap among many countries. With the
every new technology both positive and negative aspects are found with its use and adoption. As the study shows opportunities of e-business on its second half it enlightens the challenges faced by e-business. Different modes of e-business have created a revolution around the word. New ethical issues must be identified and immediate steps and actions should be taken for making e-business more reliable and credible. E-business bestows immense opportunities in various areas but its careful application is required for consumer protection. Effective information technology systems are the grounds for Growth of e-business. To nourish it constantly necessary technological and legal provisions need to be put in place. E-business has tremendous potential to make people, organizations, companies and communities to take its advantage, but on other hand e-business will have to face critical challenges to come over.

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A Study of E-Admissions in Global Education Industry: With Special Reference to Universities of Australia

Dr. Alka Jain
Asstt. Professor cum Placement Officer, S. S. Jain Subodh Management Institute, Jaipur

Abstract

E – Commerce is developing virtual markets for real products and services in the world economy. Services of education industry never had global reach to their customer the way they have today. A student sitting in India can directly apply for admission in a foreign school or university. Australia is such a famous destination for higher studies – be it UG courses or PG courses. Previously Indian students belonging to elite or very rich class only could get admission in such world class universities, but now Australian universities are coming to their desktop of a middle class student through their attractive websites. Macquarie University, Western Sydney University, Charles Sturt University, Charles Darwin University, Sydney University and many more have the facility of online admissions on their websites from where the students can select the course they wish to pursue and apply online. The proposed study attempts to analyze online admission procedure of various universities for Indian students. The research is exploratory by nature conducted with a mixed research design of quantitative and qualitative methods. Outcomes of the study may bring new dimensions of online admission procedure to the decision makers of the Universities of Australia.
E-commerce in Global Economy

Preeti Kushwah
LBS College, Jaipur

Abstract

From the initial years when internet was a new phenomenon to recent times where internet has become a basic necessity for every household in most metropolitan cities, the e-commerce industry has come a long way. Electronic commerce, also called e-commerce, is increasing around the globe. Currently, concepts such as e-business or e-commerce or search engine marketing have found their place and applicability inside the global economy with ease, knowing it promoted models exhibiting a precipitated rate of development, well above the usual average growing rate of the traditional economy. Although the industry saw a critical moment in the early 2000s, the obstacles have been overcome, confirming a continuous rise of electronic commerce in the last twenty years. The booms in technology and informational technology have had an impact on the business world since the late '80s, when the Internet began to penetrate the lives of millions of users around the globe. E-commerce consists of electronic business transactions related to the purchase and delivery of goods and services. E-commerce includes retail trade between business and consumers (B2C) as well as business-to-business (B2B) trade. The purpose of this paper is to highlight conceptual knowledge of e-commerce, some of the characteristics of electronic commerce, company Policies for Managing E-Commerce Websites, the top motivator factors of online shopping, E-risks, the Advantages and Disadvantages of Internet Marketing ,Its impact on the market, current and future aspects of e-commerce.

Keywords: E-commerce, E-business, Search engine marketing, Online Marketing.
Opportunities and Challenges in E-commerce

Bharti Taneja
Assistant Professor, Arya Group of Colleges, Jaipur, India

ABSTRACT

E-commerce as anything that involves an online transaction. E-commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business. E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time. This paper examines different opportunities of e-commerce viz., E-business, E-learning, E-commerce education integration, E-insurance, E-commerce for the WTO and developing countries and future media of e-commerce. It raises key challenges that are being faced by consumers relating to e-commerce viz., Ethical issues, Perceptions of risk in e-service encounters, challenges for e-commerce education.

KEYWORDS: E-commerce, B2B, Effectiveness, Customer Reach

INTRODUCTION

E-commerce (electronic commerce or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business.

Electronic Commerce is more than just buying and selling products online. It also includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. India has shown tremendous growth in the E-commerce segment.

Elizabeth Goldsmith and others (2000) reported that the general category of e-commerce can be broken down into two parts:

1 E-merchandise: selling goods and services electronically and moving items through distribution channels, for example through Internet shopping for groceries, tickets, music, clothes, hardware, travel, books, flowers or gifts.

2 E-finance: banking, debit cards, smart cards, banking machines, telephone and Internet banking, insurance, financial services and mortgages on-line(Elizabeth Goldsmith and others,2000).
OPPORTUNITIES FOR E-COMMERCE

1. Customer Relationship Management

Customer relationship management is a large part of any successful business operation. In the online retail sector specifically, managing consumer information is part of the overall process of running a viable ecommerce platform. A CRM platform can benefit your online store in the following ways:

- Better develop an understanding of the customer
- Attract new customers
- Retain current customers
- Decrease customer management costs

2. E-commerce integration

Zabihollah Rezaee, Kenneth R. Lambert and W. Ken Harmon (2006) reported that the rationale for infusion of e-commerce education into all business courses is that technological developments are significantly affecting all aspects of today’s business. An e-commerce dimension can be added to the business curriculum by integrating e-commerce topics into existing upper-level business courses. Students would be introduced to e-commerce education and topics covered in a variety of business courses in different disciplines e.g. accounting, economics, finance, marketing, management, management information systems.

3. E-insurance

Prithviraj Dasgupta and Kasturi Sengupta (2002) reported that the recent growth of Internet infrastructure and introduction of economic reforms in the insurance sector have opened up the monopolistic Indian insurance market to competition from foreign alliances. Although the focus of e-commerce has been mainly on business to consumer (B2C) applications, the emphasis is now shifting towards business to business (B2B) applications. The insurance industry provides an appropriate model that combines both B2C and B2B applications.

4. Future media:

Patric Barwise (2001) reported that Probability 99% of e-commerce today is done using PCs either desktops or laptops. For B2B e-commerce this is unlikely to change. For B2C e-commerce however, things will be more complex. There will be wider range of relevant media, including interactive digital TV, and a range of mobile and wireless services. There will be huge difference between different consumers’ ownership of equipment and access technology. Some will have broad band access and others have no digital communication at all.
CHALLENGES FOR E-COMMERCE:

E-Commerce, in-spite of the opportunities it presents also has poses certain challenges which are sometimes too much to handle for start-ups:

- **Branding & Marketing:** To get people to come on an e-Commerce site and make a purchase involves heavy cost due to branding and marketing. This cost is significant and can be brought down to cost per customer, if the volumes permit to do so. Experts say that the average figure for this metric in the current e-Commerce ecosystem is between INR 500 – 1000 customer, which isn’t sustainable for even medium sized companies, let alone early stage ones.

- **Tax related issues:** Tax rate system of Indian market is another factor for lesser growth rate of E Commerce in India in comparison to other developed countries like USA and UK. In those countries, tax rate is uniform for all sectors whereas tax structure of India varies from sector to sector. This factor creates accounting problems for the Indian online business companies..

- **Touch and Feel:** Indian customers are more comfortable in buying products physically. Companies dealing with products like apparel, handicrafts, jewelry have to face challenges to sell their products as the buyers want to see and touch before they buy these stuffs.

- **Human skills required for E-Commerce:** It's not just about E-commerce, It's about redefining business models, reinventing business processes, changing corporate cultures, and raising relationships with customers and suppliers to unprecedented levels of intimacy.

CONCLUSION

E-commerce creates new opportunities for business, education and academics. It appears that there is tremendous potential for providing e-business education. E-Commerce applications that started in early 1970’s needs to be still developed in terms of security and efficiency. For the developing country like our India advancement in e-commerce is a challenge to compete with the developed countries.

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A current Marketing Paradigm for Electronic Commerce

Dr. Gurpreet Kaur Jaspal
Arya College of Engineering and I.T, KUKAS Jaipur, INDIA

ABSTRACT:
The World Wide Web (WWW) possesses distinctive features which distinguish it in different ways from normal communication environment as the Web presents a unique environment for marketing activities than traditional media. Conventional marketing activities are becoming modified, as they are often difficult to implement in their present form. In this paper, we will discuss the idea that these changes have an effect in the "marketing concept". In order to make marketing efforts successful in this new medium, a new business paradigm is required. In this approach, the marketing function must be reconstructed to facilitate ecommerce in the emerging electronic society. A Marketing Paradigm for Electronic Commerce is the first and current networked global implementation of a hypermedia computer-mediated environment (CME), is increasingly being recognized as an important emerging for the country.

KEYWORDS: Computer-mediated environment (CME), Conventional, World Wide Web, Paradigm

INTRODUCTION:
The World Wide Web is the first and current networked global implementation of a hypermedia CME. It allows users the medium to communicate and provide interactive access hypermedia content. These special forms of interaction, “machine-interaction" and "person interaction "respectively, have contributed to the rapid spreading of the Web .The traditional marketing communication ways for mass media holds the mass communication in many process. The new ways underlying marketing communications in a hypermedia CME like the Web is a mediated communications model in which consumers can interact with the medium and can provide content to the medium. The primary relationships are not between sender and receiver, but rather with the CME with which they interact. , information or content which is not merely transmitted from a sender .To a large extent, many of the original structures that were constructed to facilitate e-commerce on the Web are the features of a primitive, simple society, and a set of shared values. These shared values arose largely from the original core group of Internet users, alike group of students, academicians, and researchers. In large part, we believe these origins account for the unwillingness of consumers to register on Websites and pay for content. However, as the Internet continues to evolve into a complex, heterogeneous
virtual society, "organic solidarity" will develop from an increasing interdependence between people pursuing different goals.

Marketers should focus on playing an active role in the construction of new organic paradigms for facilitating commerce in the emerging electronic society underlying the Web. Consider the attempts made by previously proprietary commercial online services to exercise control over both consumer access to the Web and the ability of consumers to provide content to the Web. The commercial online services are becoming consumer gateways to the Web and becoming more user-friendly Internet Service Providers. As these services reinvent their businesses in the context of many-to-many decentralized open networks, they are beginning to reshape themselves under a broadcast cable model in which a series of Web site selections will be offered to consumers. They may be accessible, but would require knowledge of the URL; it would be less likely that consumers would seek out such content. In some cases, consumers may not even know additional content exists. Such attempts obviously do take full advantage of the medium's unique features and hold enormous implications for how the Web will develop as a commercial medium. In brief, it implies that the development of homogenized content that would appeal to a mass audience, with negative implications for tiny Web sites lacking mass audience appeal. In contrast, the effective marketer will be actively constructing new models for marketing on the Web, based upon an increasingly diverse and complex virtual society.

RESULT AND DISCUSSION:
Marketers can utilize the opportunities for customer interaction inherent in the Web in numerous ways like the design of new products, the development of product marketing strategy, the innovation of content etc... The evolution of content on the Web is dependent upon not only the evolution of existing communication codes from traditional media, but also new techniques and conventions in the possibilities of the medium itself. One implication of this is that the content that will make the Web commercially successful have likely not been invented yet, and may require more than a simple continuous innovation of existing content. Few applications have yet to meet with consumer acceptance in test markets, and even fewer have come online in any significant way. To generate and evaluate "future content," the consumer must somehow be placed in a future frame-work.

CONCLUSION:
The limitations of an old paradigms becomes obvious when we consider the “more is better" in current approaches to measure consumer activity on a Web sites. New bases for market segmentation will also be needed for Web-based marketing efforts because consumer’s interest in many ways. Research can determine the variables that relate to a consumer's prosperity to
enter the flow state and such information can be used to develop marketing efforts designed to maximize the chances of the consumer achieving flow. Since "repeat purchase," that is, repeat visits to a particular Web site, will be increased if the environment facilitates the flow state, the marketing objective on the first visit (i.e. "trial"), will be to provide for these flow opportunities. Pricing strategy is also relevant here. Commercial online service pricing models are largely based upon connect time and usage charges. Such schemes have the effect on the customers.

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Role of Mobile Applications in development of Online Shopping and E-Commerce

Dr. Rahul Tripathi
Associate Professor, Amity University Rajasthan

ABSTRACT:

Internet Shopping or E-Business has been in trend in the recent years. The use of Internet for the purpose of shopping, commerce and trading is increasing day by day. Few studies have revealed that the development of E-Commerce is affecting the local retailers negatively as more and more people are using internet for the purpose of shopping as well as payments and hence shopping from local retailers is decreasing gradually. The secure methods of payment developed in the past few years have encouraged the system of online payment and transactions.

An important aspect of E-Commerce is the development of Mobile apps and their use in business. Earlier a person required a laptop/p.c and the internet connection for online shopping and transactions. This limited the number of people but with the development of Mobile Apps and secure methods of logging in, the use of mobile for shopping has increased. Recently, is seen that some E-Shopping companies offered special discounts to customers who paced their orders through Mobile App rather than conventional web-based orders. The introductions of 3G/4G connectivity and smartphones within the budget of common man have enhanced the business of these companies and people now prefer to be “Online” through the Sim based connections.

The paper intends to throw light on the effect of mobile applications on the Online Shopping Market and E-Commerce area.
Opportunities and challenges of e-commerce online pharmacy

Dr. M.L.Sharma & Parmanand Sunda

Assistant Professor, Deptt. of EAFM, University of Rajasthan, Jaipur  
Research scholar, Deptt. of EAFM, University of Rajasthan, Jaipur

ABSTRACT

The internet has now grown into a global network of computer systems that link multiple platforms and create interrelationships between governments, academic institutions, business and consumers. Nowadays e-commerce is trending, it is trading or facilitation of trading in products or services using computer networks, such as the internet or online social networks. For example Amazon, eBay, flipkart etc. Online shopping is highly utilized mode of shopping, from clothing’s to books everything is just one click away. But it has reached a different level by selling medicine online which is properly known as online pharmacy. It has reached its apex within few years. One of its new ventures is online pharmacy, from where we can shop medicines.

OBJECTIVES

- To familiarize with online pharmacy.
- To discuss merits and demerits of using online medicine.
- To know the challenges faced by online pharmaceuticals.
- To know new opportunities of online pharmacy.

INTRODUCTION

An online pharmacy, internet pharmacy, mail order pharmacy is a pharmacy that operate over the internet and sends the orders the customer through the mail and shipping companies. Using an online pharmacy can save you a great deal of money and provide other benefits. However, there are also potential serious risks of which you need to be aware, but can avoid.

Online pharmacies might include:

- Pharmacy benefit manager – A large administrator of corporate prescription drug plans
- Legitimate Internet pharmacy in the same country as the person ordering.
- Legitimate Internet pharmacy in a different country than the person ordering. This pharmacy usually is licensed by its home country and follows those regulations, not those of the international orders.
Opportunities and Challenges in e-commerce and Digital Marketing

Conventional stationary pharmacies usually have controlled distribution systems from the manufacturer. Validation and good distribution practices are followed. Home delivery of pharmaceuticals can be a desirable convenience but sometimes there can be problems with uncontrolled distribution.

The shipment of drugs through the mail and parcel post is sometimes a concern for temperature-sensitive pharmaceuticals. Uncontrolled shipping conditions can include high and low temperatures outside of the listed storage conditions for a drug. Shipment by express mail and couriers reduces transit time and often involves delivery to the door, rather than a mail box. The use of insulated shipping containers also helps control drug temperatures, reducing risks to drug safety and efficacy.

Benefits of online pharmacy

- **Simplicity**
  
The greatest benefit for many individuals in obtaining medicines through the Internet is simplicity and convenience. However, it is also easy for a customer to access illegal drug selling sites and order a product simply by providing a credit card number.

- **Privacy**
  
The Internet offers convenience and privacy for persons buying on-line while providing expanded access to prescription drugs and health care practitioners. Through the Internet, the disabled, the elderly, and patients living in remote areas can easily obtain information, products and services that were previously acquired only with great difficulty.

- **Convenience**
  
If you are unable to go to pharmacy or you find it physically difficult to make it to the pharmacy, live in a remote rural area, or have a busy schedule, online and mail order pharmacies enable you to avoid travelling and can save your time.

- **Medical information**
  
Some online pharmacies provide useful information about medication and diseases, they also links for resources such as universities, governmental agencies and health association.

- **Risks**
  
Using an online pharmacy can save you a great deal of money and provide other benefits. However, there are also potential serious risks of which you need to be aware, but can avoid.
Some do not dispense drugs through licensed pharmacies — licensed, regulated and properly inspected pharmacies require safe dispensing practices and the oversight of licensed pharmacists. Purchasing drugs from an unlicensed pharmacy can greatly increase your chances of buying counterfeit, substandard, or adulterated products.

Some online pharmacies don't adequately safeguard your health — by failing to require a prescription, you could take medication that is not appropriate for you. It could make you sick or kill you.

Some do not adequately protect your personal and financial information — it's important for pharmacy websites to publish their privacy policy, one that promises not to share your personal information with third parties. Online financial transactions should be secured through adequate use of encryption technology...

Some do not give their address and/or telephone number — Pharmacy websites that do not publish their contact information or, even worse, publish false information, are more likely to sell counterfeit, substandard, adulterated products or even not send you anything.

Additional fees are typically added to the drug price — there is often a shipping fee and there could also be a medical fee, and/or an account set up fee, but it's not very common. Our price comparison pages show you these fees, so you are better informed about the final price of a prescription order.

Prices can change quickly — some pharmacy sites post lowball prices to attract customers, and then raise them. We make sure prices listed on our site are up to date and accurate as possible.

Some may sell medications that can be extremely dangerous, if not taken under medical supervision — Don’t order from a website offering to sell you controlled substances without a prescription or to write you a prescription for them based on your responses to an online questionnaire.

Other related risks are a lack of security for payments, possible disclosure of confidential information, or mishandling of personal data. In Internet transactions, the supplier is processing confidential personal data which includes information on the physical and mental health of individuals.

Do's while using online pharmacy

- Make sure a Web site is a state-licensed pharmacy
- And a licensed pharmacist to answer your question
Opportunities and Challenges in e-commerce and Digital Marketing

- Require a prescription from your doctor or other health professional
- Be sure your privacy is protected

Methods
- Case study
- Naturalistic observation
- survey

Challenges
- To develop faith among customers
- To provide suitable medicine
- To provide medicine on time and in ideal condition

CONCLUSION
Overall online pharmacy is a challenge to the owners as it has a long way to cover. Recently around 850,000 small chemist shops in India went on one day strike to protest against a burgeoning online pharmacy industry that is attracting big money backers against growing trend towards ecommerce.

Drug retailers say e-pharmacies challenge their businesses and would allow medicines that could be abused to be sold without verification. They also say the online pharmacies make it easier to use one prescription to purchase medicines numerous times. Indian laws do not regulate online pharmacy. Different organizations have warned consumers not to purchase medicines via the Internet. In this respect government should provide guidelines for regulating these online pharmacies.

Result
It can be observed from analysis that there is a big scope of e-marketing of pharmacy and drugs but any of the specialist doctor related to particular medicine branch is arbitrator between the customer and online website of medicine that can clarify truthfulness of medicine. Absence of this kind of specialist can prove that online medicine is not reliable.
Indian Commercial Banks: Customer Relationship Management (CRM)

Udhister Nagar

Research Scholar (ABST), University of Rajasthan, Jaipur, India

ABSTRACT

In this day and age, customers are regarded as an article of trade. With the growth of Service Marketing, Customer Relationship Management (CRM) advanced and became popular in India. CRM became crucial to cope up with exceeding competitive global market. (CRM) in a bank bring about important phases such as incorporating the communication tools to meet the needs of customers, referring each customer as individuals, and making the customer relationship an impressive and long-lasting experience. The purpose of this study is to determine the usefulness of CRM implementation on customer contentment and perceived business performance. Various references in respective field conclude that successful CRM implementation requires complete efforts for the development of the three segments, i.e. attainment, enhancement and service recovery phases. In addition, there is a sturdy relationship between CRM implementation and customer satisfaction as well as apparent business conductance. A survey on commercial banks in India reveals that CRM implementation is absolutely linked with customer satisfaction and apparent business conductance. Moreover it is revealed that frequent rate of getting in touch with customers and recovery of services facilitates in retention of customers. Leaking bucket theory also suggests that retention of customers is 10 percent more profitable then attracting new customers every time. Attainment, regular contact and evaluation of customers direct towards improved customer loyalty (by repeat purchase, positive word of mouth publicity) and employee sentiments. In an administrative point of view, this research provides an outline of the impact of CRM efforts on the magnitude of customer satisfaction and apparent business conductance.

KEYWORDS: CRM, Commercial bank, Customer satisfaction.

INTRODUCTION

Through several years in field of administration and management it has been found that Customer Relationship Management (CRM) has been a well-liked and widely accepted practice to maximize customer equity. This system is predominantly useful to commercial banks along with its influences in various other sectors in industries. CRM involves the building up and managing of flourishing relationships with advantageous and gain giving customers. CRM
initiatives often lead to improved customer satisfaction [1] and apparent business conductance as customer potentials like profits are maximized. In essence, this paper examines the efficiency of CRM efforts in the commercial banks of India.

Since long time, marketing [2] has played a crucial role in building a customer centric organization. Obviously we better know and we accept that companies are customer driven and customers are a central point for any marketing [8] initiatives. Therefore delivering customer satisfaction is of primary importance.

Various research being done in past reveals that a satisfied customer is more loyal and hence facilitates a stable form of economic performance to the company. A stable customer base indicates a company’s ability to fulfil customers’ needs and wants and a strong foundation is built with the help of such loyal customers.

OBJECTIVE OF STUDY

Followings are the objectives of this study:

a. To reduce differences between the customer and the bank.

b. To reach out to the end user and provide him the best.

c. To understand the importance of human potential and put forward new ways of enriching human resources which are essential for the growth of banks.

BASIS OF CRM IMPLEMENTATION

As mentioned earlier, discussing the implementation of CRM is an initial part of this study that the paper aims in this research to determine the effectiveness of CRM implementation on customer satisfaction and apparent business conductance. This can be achieved by conceptualizing the three main phases of CRM implementation and associating these phases with the dependence on customer satisfaction and perceived business performance.

JUSTIFICATION OF THE BASE

Effects on Customer Satisfaction

Customer satisfaction is cumulative and affective. Cognitive measure of purchases and consumption experiences should be wisely taken. In long-run customers overall satisfaction is more important than satisfaction at a specific point of time. The gist of CRM is to provide individual customers with customized products and services through effective relationship management.
RESEARCH METHODOLOGY

This study involves an experimental study to approximate the causal relationships of a conceptual model. Survey was conducted using a feedback form that included 5 nominal-scaled and 25 interval-scaled questions from a scale of one to five. The 5 nominal-scaled questions were to gather relevant information about the respondents while the 25 interval-scaled questions were about CRM implementation, customer satisfaction and perceived business performance. A show test was conducted on managers of commercial banks and academics. The amended questionnaires were later dispersed to the respondents by emails.

FINDINGS/CONCLUSION

The conclusion of this study shows the following implications for banking industry in the commercial banks in India.

- The study provides a wide-ranging outline of the CRM initiatives that take has taken place at each main phase in banks. Thus, the model presented can be used to identify the key success factors of CRM.

- The finding reflects the idea that the customer base within banks may be unstable due to intense competition within the industry and CRM should be used as a tool to build retention strategies. Proper match of the expectations and perceptions of customers will help the banks to achieve the desired success.

- The results show that CRM-Customer Satisfaction and apparent business conductance links are very intense and fruitful.

- The findings also indicate that recovery management is the need of hour for the commercial banks existing in era of cut throat competition. Thus it will be never be profitable if customers leave the bank and the reason of his/her leaving is undetermined and unattended.

- Consequently this finding echoes the conclusion that banks do not implement recovery activities effectively. May be this due to insufficient interaction of service providers with the service customers.

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ABSTRACT

The People of rural India are mainly depending upon agriculture and small business units like fishing, earning through domestic animals, small business units etc. They are not making the agriculture and business profitable because due to the lack of monetary resources. Only few people of rural India are using capital intensive method to cultivate their lands. The most of the rural people are not sustaining in their small business for a long period of time due to insufficient fund available with them. Microfinance is one of the important tool which plays a significant role in poverty elimination and economic development of rural poor. The need therefore, is to share experiences and materials, which will help not only in understanding success and failures but also provided knowledge and guidelines to strong them and expand microfinance program. Financial inclusion refers to delivery banking services to people including privileged and disadvantaged people at an affordable terms and conditions. Financial inclusion include micro credit, branchless banking, no-frills bank accounts, saving products, pension for old age, microfinance, self help group, entrepreneurial credit etc. Financial inclusion plays a major role in driving a way the poverty from the country. Financial inclusion is integral to the inclusive growth process and sustainable development of the country. It is a policy of involving a wider section of population deposit mobilization and credit intermediation. Sustained growth of the nation and its continued prosperity depend critically on universal financial services covering all people.
Prospects of Goods and Service Tax in India

Sumer Soni
Research Scholar, Dept. of ABST, UOR

Abstract

The Goods and Service Tax (GST) is to be a major step an important step forward in the globe of indirect tax reforms in India. The GST is a value added tax to be implemented in India, the decision on which is pending. One of the main objectives of GST would be to eliminate the cascading impact of taxes on production and distribution cost of goods and services. GST is the destination based Taxation & Apply to all stages of the value chain. GST is the only indirect tax that directly affects all sectors of our economy. The GST is aimed at creating a single, unified market that will benefit both corporate and the economy. GST is a new story of VAT which gives a widespread set-off for input tax credit and subsuming many indirect taxes from state and national level. India is a centralized democratic and therefore the GST will be implemented parallel by the central and state governments as CGST and SGST respectively and IGST (Integrated GST) on inter-State supplies of goods or services in India – levied and collected by the Centre. IGST applicable to Import of goods and services, Inter-state stock transfers of goods and services. Under the GST Export of goods and services – Zero rated. Presently, lot of speculations are going on as to when the GST will actually be implemented in India.

Tax policies play an important role on the economy through their impact on both efficiency and equity. A good tax system should keep in view issues of income distribution and, at the same time, also endeavor to generate tax revenues to support government expenditure on public services and infrastructure development. India has witnessed substantial reforms in indirect taxes over the past two decades with the replacement of State sales taxes by Value Added Tax (VAT) in 2005 marking a watershed in this regard. Prior to VAT implementation, the tax structure was considered problematic primarily due to the “cascading effect of taxes” whereby an item is taxed more than once from the production to the final retail sales stage. Exporters were also becoming less competitive in the international market due to the huge input costs involved (tax burden of a commodity increases manifold as it is taxed repeatedly) through the earlier sales tax mode – reflected in higher prices of products as compared to global competitors.
Consumer Behaviour towards E-Commerce

Ravi Gupta
Research Scholar, Deptt. Of Business Administration, University of Rajasthan

ABSTRACT

The main objective of this paper is to study the behavior of consumer towards electronic commerce. E-Commerce means buying and selling of goods and services through internet or we can say online shopping. Consumer is diverted towards Electronic commerce due to variety of reasons like time factor, better deals, consumer awareness, transparency, busy schedule etc.

There are millions of people who prefer online buying rather and physically buying of goods and services. Consumer behavior is affected by many factors for example, society, social class, references groups, family, pay level and pay independency, age, sexual orientation and so on. Thus they exhibit distinctive Consumer behavior. These distinctions are seen more particular when it is considered between two distinctive buyers belonging to various nations. Review of literature has been studied and at the same time consumer behavior has been studied using questionnaire.

This paper emphasis on the research questions that includes recent trends and various issues in E-commerce and various factors affecting consumer behavior. The results show that the consumer has lack of trust and has high level of risk while purchasing products that are of high value. Consumer`s trust, privacy concerns, threat to digital property, security concerns are the other factors that consumer think of while doing online shopping.

Key Words: E-commerce, online shopping, consumer behavior, security, digital property, transparency.

INTRODUCTION

Today consumer is the focal point of everything. Each and every strategy is based on it. In broad sense, the most important reason for studying consumer behavior is the considerable role that it plays in our lives.

“Consumer behavior is the behavior that consumer display in searching for, purchasing, using, and evaluating product and services and ideas which that they expect will satisfy their needs.”

Consumer behavior is influenced by the individuals, social and cultural factors specifically the culture, subculture, religion, social class and family life-cycle, personal factors specifically age, sex, marital status, education, occupation, income and psychological factors to be exact is the
motivation, perception, learning, personality, attitude, life-styles. These factors highly influence the individuals in arriving at making decisions about the products and services.

However, online shopping has potential risks for the consumers, such as payment safety, and after sale service of the product, Consumer’s trust, privacy concerns, security concerns etc.

The conventional shopping is essentially about the client to buy their requirements. This conduct will be impacted by the vender's publicizing and advancement which pulls in clients goes there and buys merchandise, a short time later a piece of new items will be brought home and be utilized.

Now there is a greater need to study about the research that has been done in the past so that a greater and deep penetration can be done regarding our area of study.

**Research Methodology**

The research outline is exploratory in nature and information has been gathered through organized poll. The respondents were chosen from different instructive foundations and corporate around Jaipur City. The sample size was 200.

**Research Hypothesis**

H1. Usability leads to online buying
H2. Usefulness prompts online buying
H3. Item Attribute to online buying
H4. Perceived Risk to online buying

**Review of Literature**

Chary and Christopher (2003) expressed that e-business is today giving the base to impart and share data between the purchasers and dealers. In any case, the fundamental downside in India is that the greater part of the Indian purchasers is from the country, in reverse ranges and they don't know about the electronic exchanges. Additionally in the urban regions the greater part of the shoppers doesn’t know about this. In this way, in the light of these certainties which constitute the passionate variables, would we be able to imagine that e-business in India is going to influence the convictions, values, society, inclinations and styles of the buyers? The significant difficulties are innovation segment, online foundation and installment

Luarn and Lin (2003), the tremendous development of the Internet use gives an extraordinary number of potential purchasers to E-advertisers. Whether the advertisers can change over their
potential clients into genuine ones and hold them depends to an expansive degree on the administration they offer and the apparent consumer loyalty of shoppers.

Childers (2001) investigation found that comfort and routes were dependable indicators of usability, and shopping satisfaction. Other than happiness is a solid and steady indicator of state of mind regarding intelligent shopping. (2002) is distinguished that most analysts concurred on trusting accepts decidedly impact the trusting aim to purchase. Much has been made in the course of the most recent decade about the e-trade upset, to the point where it has and still is the most remarked business wonder.

**Research findings**

This study demonstrates that online shopping is having brilliant future in India. Discernment towards internet shopping is getting better in India. With the utilization of online, buyers can shop anyplace, anything and at whatever time with simple and safe installment choices. There are two components fundamentally affecting the buyers for basic leadership: Risk abhorrence and inventiveness. Hazard avoidance is a measure of how much customers need to be sure and beyond any doubt of what they are acquiring. Very hazard unfavorable purchasers should be exceptionally sure about what they are purchasing. While less hazard antagonistic shoppers can endure some danger and instability in their buys. The second factor, inventiveness, is a worldwide measure which catches the degree to which customers will take risks and try different things with better approaches for doing things.

The present study affirms that perceived risk, convenience and item properties of online shopping affects shopper's goal to purchase. Consequently online retailers ought to attempt and diminish saw dangers among customers. This can be accomplished through giving cash back-assurance, offering quality stock, secured online exchanges and enhanced client administration. Online retailers can likewise utilize Cash on Delivery as an instrument to diminish saw stock conveyance chances and saw stock quality dangers. Rating of stock by buyers, qualifications from purchasers would likewise diminish saw hazards altogether. The retailer ought to likewise concentrate on better bundling that can decrease item altering. Retailers ought to likewise concentrate on angles like conveyance of right items at client's doorsteps to avoid crisscross of stock requested and stock conveyed. Steady conveyance on these perspectives will without a doubt enhances the picture of online retailer furthermore diminish saw dangers of buyers fundamentally. Utilizing broad communications, retailers can pass on or highlight couple of viewpoints, for example, wellbeing of exchanges, dependability of items, simplicity of conveyance, stock quality and trade back certification which out turn will enhance online activity to an online retail location. It is likewise basic for online retailer to make the online easier to understand. Online customers ought to discover the online simple to explore. Retailers
ought to give sufficient data about stock, office to look at the stock on different measurements, for example, value, highlights, likes, and so on. would help buyers in settling on a superior decision. A very much sorted out online format, perfect courses of action of stock under various classes, more decisions at different value focuses, better visuals would upgrade the odds of transformation rates furthermore enhance online footfalls. Urging buyers to pick in for getting item related messages, offers would likewise direct people to the entryway. This likewise helps in up-offering and cross-offering of items.

Conclusion

Through this study, the analyst has endeavored to examine diverse customer factors that impact buyer's goal to purchase on the web. However the specialist did not endeavor to contemplate the directing, interceding and incidental factors that may impact buyer's aim to purchase. There is a degree to study factors which direct shopper's aim to purchase. The examination depends on the information gathered just from a specific city. It is significant to further test these factors crosswise over different urban areas. The scientist has made no endeavor to study particular high association item classes in this study. It is fascinating to broaden this study crosswise over low and high inclusion item classes and measure the impact of these factors on aim to purchase. In this examination, an endeavor has been made just to study shopper factors. There is an extension for scientists to study retailer's traits and its impact on aim to purchase. Thus the extension is enormous. It is helpful to consolidate different points of view of investigation that permit a profundity comprehension of different connections among various factors and its impact on goal to purchase

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Trends in Mobile Commerce in India

Dr Priti Gupta\textsuperscript{1}, Dr Meenal Sukhlecha\textsuperscript{2}

\textsuperscript{1}S.S. Jain Subodh P.G.College, Jaipur, India
\textsuperscript{2}S.S. Jain Subodh Management Institute, Jaipur, India

Whatever market your business is functioning in, understanding your customers is the key. The development of internet use in India is attracting the focus of global brands, as well as changing the way national firms advertise themselves. While ownership of Internet-connected PCs might still be comparatively low across the country – and reserved mainly for the more affluent city-dweller – mobile phone ownership is more widespread and growing rapidly. The mobile device offers a great way for marketers to bridge the gap between the physical and digital world. Smart phones are all over the place and shoppers are going mobile, and this is what keeps developers on their toes to constantly update m-commerce technology. Needless to say, online marketers are keeping their eyes open for the latest advancements in m-commerce.

Keywords: M-Commerce, Smartphones, Digital World
Ecommerce – Reimagining the Enterprise for the Digital Age (with special reference to ten companies in India)

*Dr. Gauri Dhingra & **Ms. Shravasti Jain

*Assistant Professor, S S Jain Subodh P.G. Autonomous College, Jaipur
**Lecturer, S S Jain Subodh P.G. Autonomous College, Jaipur

ABSTRACT

Ecommerce is the latest trend in the world. There are many companies who have been started online. These days everything is available online. For selling and marketing online there is utter need of digitalization. Usage of cloud computing, IoT, big data, etc are recent requirements for the successful online trading. Every industry is now online whether fashion apparels, electronics, health products, or financial services even cars. This paper focuses on some companies which have transformed themselves into digital enterprises. It studies software which companies uses, the technologies and latest trends to keep in pace with today’s fast moving world. The present study includes case study of companies from different sectors which have changed their working and brought themselves on the map of India.

Keywords: Ecommerce, IoT, Bigdata, Digital Enterprises
Opportunities and Challenges in e-commerce and Digital Marketing

Recent Trends in E-Business

Dr. Manish Shrivastava

Head, Department of EAFM, S.S. Jain Subodh P.G. Commerce & Arts College, Jaipur

ABSTRACT

"Electronic commerce [e-commerce], trade of services and goods is growing at a phenomenal rate as companies and consumers discover the benefits of instant access to data and the ability to make on-screen transactions. But e-commerce is not the complete story. By fast development of information technology, businesses can join all their internal and external activities - from supply and purchasing to sales and marketing - into a single seamless operation. This is defined as e-business. This may help to explain the explosion of B2B e-commerce once the Internet provided enabling technology. The growth in e-business stems from a combination of:

1. Presence of market demand;
2. Presence of enhanced technology; and
3. Presence of compatibility in government and private industry.

E-business particularly provides increased speed. It is defined as an information system or application which is delegated to business processes. The use of both technology and new business strategies for doing business online. Online business

Gives a perfect channel for sales, marketing, and information, although E-Business has gone through a number of changes in the past few years. Many enterprise companies were caught off-guard by the hype during the dotcom bubble and stumbled into it without fully understanding how best to harness the power of the related tools and technologies for their needs. A “neat” Web site or a “cool” collaboration environment is not going to be the main source of competitive advantage. Any E-Business initiative has to be tied to the overall business strategy of the organization and has to be driven by distinct set of objectives and measurement criteria. Marketing teams at e-commerce organizations are under enormous pressure these days. They know that expanding their marketing efforts beyond the web to mobile and social channels means increasing opportunities to reach buyers. However, they also know that it means increasing the number of information sources they will need to measure.

Keywords - Competitive edge, Competitive advantage, organizational environment, Trends of E Business and E Commerce
Issues and Challenges of E-Commerce in India

Dr. Shailesh Mathur
Assistant Professor, Department of ABST,
S. S. Jain Subodh P. G. (Autonomous) College, Jaipur

Abstract

Today’s business is an electronic business not a manual business. Electronic business is the process of business by using electronic technology. E-commerce is the part of electronic business which focuses specially on the exchange of goods and services for other goods and services or for cash payment. Now a day all company wants to conducts commerce or trading through electronic technology. There are a lot of challenged that the current e-commerce shopping portals are facing specially in India. Indian customers want personal touch which is difficult when customer purchase online. Lot of popup and banner advertisement during e-commerce gets frustrated customers. Some time if customer get lost trading site, than without having any idea about site it may be difficult to re-search same site. Issues related delivery charges for product, delay in delivery and lack of proper courier service in some area are also gets frustrated customers. Another issue is replacement or refund of product when customers are not satisfied. It increases shipping cost, overall loss of revenue and most important loss of company reputation. Currency exchange rate, international taxation and government business policies are also most important challenges and issues in the front of e-commerce in India. So due to the above issues e-commerce is not popular in India as popular as manual trading. While some of the challenges and issues are impossible to solve by e-business providers as which are not control of them like currency exchange rate, government policies etc. But they can work on customer service, delivery policy, payment policy, return and refund policy etc.

Key words: Electronic business, E-commerce, Customer.
Foreign Direct Investment in Indian E-Commerce Sector

Umesh Kumar Agrawal

Research Scholar, Department of ABST, University of Rajasthan, Jaipur

ABSTRACT

Today we can see that the developing economies are opening their economies by leaps and bounds to the Foreign Direct Investment. E-Commerce is one of the largest sectors of Indian economy. E-Commerce in recent times has been growing rapidly across the world. The E-Commerce sector is still at a nascent stage and has immense potential to grow. For this, any industry needs capital and quality-enhancing competition. FDI is one such source which brings in both. This paper will be present Definition of E-Commerce; Background & Division of E-Commerce Sector, FDI Policy with Regard to E-Commerce in India, Foreign Investor’s Concern Regarding FDI in E-Commerce Sector and Government’s view point and Conclusion.

Keywords: Foreign Direct Investment, E-Commerce
Recent Trends of Ecommerce in Telecommunication Sector-
With Special Reference To M-Commerce

1Dr. Jitendra Kumar Sharma & 2Tanu Yadav
1Lecturer, LBS Govt. (PG) College, Kotputli
2Research Scholar, Deptt. of EAFM, University of Rajasthan

ABSTRACT

Telecommunications plays an essential role in the development of a nation. The telecom sector especially mobile phones have a much larger role than just facilitating voice communications. Our dependency on them is continuously increasing and they have become an important entertaining gadget for everyone. In this era mobile phones are not just required to stay in touch, or express thoughts, or for social networking, or showing our interests, playing games, reading news, surfing on the internet, listening music, chatting etc. In fewer years, mobile phones have provided with quick and timely access to information. Indian Telecom industry is one of the fastest growing telecom markets in the entire world. An earlier mobile were only affordable to the power and rich but now mobile has become a common and affordable device. India has an internet user base of about 354 million as of June 2015.

Electronic commerce or e-commerce consists primarily of the distributing, buying, selling, marketing, and servicing of products or services over electronic systems such as the Internet and other computer networks. The unrivalled population in India equipped with smart gadgets is spoilt for a choice. Aided by waning broadband subscription prices and launch of 3G and 4G services, consumers have become the driving force of e-Commerce in the country. From buying groceries to furniture, movie tickets, trains tickets to steel, coal and tea – e-commerce has empowered the consumers. As per reports, India will see more people come online than any other country in the next 15 years. The conversion to online purchasing from conventional purchasing is taking a long time in the Indian market. E commerce includes not only exchange of goods over Internet, but also a range of business processes within individual organizations that prop up the goal.

At the present day’s mobile phone rather smart phones, tablets, I-pad have become ordinary to common people, also it is available at very nominal and rational prices. The number of users has drastically risen on mobile phones and consuming massive bandwidth of mobile Internet Providers. In this situation the consumers are coming on m-commerce instead of ecommerce.
The present paper is an effort to bring light over new trends of ecommerce especially in relation to telecommunication that is m-commerce (mobile commerce). It also covers the concept and evaluation of m-commerce. Paper will also cover the various present and prospective aspects of m-commerce.

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Digital Marketing in the hotel Industry

Dr. M.K. Bardia, Shefali Jain

ABSTRACT

Online community is an effective tool for building the relationship with consumers. Many hospitality firms (i.e., hotels and restaurants) have utilized online communities as a new marketing channel to reach their consumers. Previous studies have identified four participation benefits (functional, social, psychological, and hedonic) in the member participation of community activities. In addition to these four factors, this study also added monetary benefit as a predictor of member participation. Demographic factors (i.e., age and biological gender) were proposed to influence the relationships between benefits and community participation. As results of member participation in online communities, trust and commitment toward hotel or restaurant brands have been considered as important factors that enhance consumer relationships with hospitality brands. The purpose of this study was to investigate benefit factors of member participation and the relationships between community participation, brand trust, and brand commitment in hotel and restaurant online communities. Based on the results of SEM, hotel and restaurant studies showed different results. The results of the hotel study indicated that three benefit factors (functional, hedonic, and social-psychological benefits) positively influenced members' community participation; member participation positively influenced their trust toward a hotel brand. Biological gender had a significant moderating effect on the relationship between functional benefits and community participation in the hotel study. The results of the restaurant study indicated that two benefit factors (hedonic and social-psychological benefits) positively influenced members' community participation; member participation positively influenced their trust and commitment toward a restaurant brand; members' brand trust also positively influenced their commitment toward the restaurant brand.

Keywords: Internet banking, Benefits, Challenges and Opportunities, India, Digital Marketing, Hotel Industry.

Introduction

Digitalism, with regards to the hospitality industry, is undergoing a significant transformation. And not just with respect to India, but globally. Digitalism means the spread of all things digital in the marketing sphere. Adopting digital, spending more on digital and expecting ROI,
measurability and tractability will surely be the right way forward. Digital helps lower the costs of guest acquisition, and ROI from dollars spent can easily be measured. Today, our hospitality industry is among the top 10 Indian industries that are actively engaging their customers on Facebook – the most popular social media platform. So here are a few trends that are making a mark in the field of Indian digital hospitality and are doing wonders at the global front as well.

Hoteliers need to be prepared for the digital marketing trends of 2016 in order to stay relevant and be a strong contender within the online marketing world. As we look back on 2015, there continues to be big contenders dominating the search landscape including the big OTA giants like Expedia and Booking.com as well as the lodging marketplace, AirBnB, which continues to be a big threat to hotels, big and small. With the competitive pricing offered by OTAs and how influential this is in how consumers book, hotels need to not only stay in rate parity but also offer enough value to the guest and stay in tune with the next big hotel trends if they want to stay in contention. From the looks of it, 2016 will be a continuation of 2015’s trend with a few changes in traveler behavior. Here are the top game-changing 2016 trends in the hospitality industry that will especially impact independent hotels and help create more opportunities when implemented into your hotel’s marketing strategy.

Hotel revenue strategies are undergoing an evolution to keep pace with the changing market conditions of the hospitality industry. While the conventional strategy was to drive high occupancy through discounted pricing, hoteliers today are becoming more focused on revenue generation and profit maximization. Several hotel functions can contribute to this, and among these reputation management and customer/prospect engagement are increasingly becoming important. Reputation management today has a great influence on your pricing and a hotel’s customer engagement efforts through social media can help bring down the cost of customer acquisition and help with retention.

In India, the number of internet users is expected to touch 500 million by 2018. The internet has become a great tool to research about products/services, compare deals and purchase online. Hence connecting with online savvy consumers is imperative for hoteliers and the best way to reach them is through adopting an integrated digital marketing strategy that helps improve your online reputation as well.

**Objectives of study**

- To identify the benefits that participants in online communities seek.
- To examine the relationships between members’ levels of participation, brand trust, and brand commitment.
- To investigate the moderating effect of demographic characteristics on the relationship between participation benefits and community participation.
Opportunities and Challenges in e-commerce and Digital Marketing

Methods

This study is based on secondary data such as financial statistics published in various journals, manuals annual reports, periodicals and newspapers, books, publications and concerned websites will be used. Published and unpublished work of research scholars will also be studied and incorporated wherever necessary. Tools & Techniques to be used:

✓ Sampling
✓ Correlation
✓ Regression
✓ Chi-square test
✓ ANOVA analysis

Review of Literature

Social media are innovative Web-based applications in online marketing (Yang, Kim, & Dhalwani, 2008). Companies utilize social media to form online communities to (1) build new business models that include a new product marketing channel (Chung & Buhalis, 2008; Ulusu, 2010; Yang et al., 2008), and (2) build strong relationships with consumers by overcoming limitations of time and place (Bolotaeva & Cata, 2010; Sigala, 2003). As a new marketing channel, online communities allow marketers to (a) gather information about potential or current consumers from their profiles, (b) infer consumers' needs and preferences based on their history of community usage, and (c) obtain direct replies from consumers (Sigala, 2003). Marketers can achieve a high level of customization by monitoring content posted by community members and can obtain an in-depth understanding of each consumer's needs, using this information to develop new 12 products/services. This helps marketers to advertise their new offerings to targeted consumers (Chung & Buhalis, 2008). Marketers view online communities as effective tools for building strong relationships with consumers. These relationships can be enhanced further by the concept of —Website stickiness.|| The —stickiness|| of a site is defined as its ability to draw and retain consumers by creating consumer value, such as rewards for loyalty, personalized or customized products/services, and trust (Zott, Amit, & Donlevey, 2000). Website stickiness can encourage consumers to interact more often with other members of the online community and with the company (Sigala, 2003). Although social media provide companies with various marketing opportunities by enabling them to build online communities, negative outcomes may arise with regard to privacy concerns (Spangler, Hartzel, & Gal-Or, 2006). Social media encourage people to provide personal information. In some cases, however, people may fail to take potential risks into account, such as disclosing their information to the public. Details such as contact information,
age, and other specific information can be misused or can result in identity theft by employees or third-party outsourced companies (Han & Maclaurin, 2002).

**Conclusion**

The purposes of this present study were to (a) identify online hotel and restaurant Facebook page members' participation benefits; (b) examine the relationships between members' levels of participation, brand trust, and brand commitment; and (c) investigate the moderating effects of demographic characteristics (i.e., age and biological gender) on the relationship between participation benefits and community participation. First, the results produced different sets of community benefits for the hotel and restaurant segments. These findings suggest that the marketers in the two segments need to use different approaches to manage their brand pages in social media. Second, the outcomes of community participation were also different between the two segments, which emphasizes that there were differences in consumer behavior associated with hotel and restaurant brands. Hospitality marketers for hotels and restaurants may need to apply different marketing strategies to build brand relationships with their respective consumers. The study of hotel or restaurant brand use of social media, particularly in the context of Facebook pages, is relatively new in the area of hospitality marketing. The present study is the first to empirically examine benefits from member participation in brand communities managed by hospitality firms and to investigate the impact of this participation on consumer responses. These responses have marketing implications for each hospitality segment, including the design of hotel or restaurant brand Facebook pages and other variables (e.g., brand awareness, brand loyalty, and perceived quality) for practitioners to attract potential consumers and strengthen relationships with current consumers.

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ABSTRACT

Indian economy has more than few reasons to celebrate its silver year of reforms driven by industry like ecommerce. ecommerce in world’s fastest growing economy is expected to reach $38 billion (Rs. 211, 005 Crores) in 2016 and $1 Trillion (6,67,000 Crores) by 2020 well supported by declining broadband subscription charges and launch of 3G, 4G services at an affordable cost. Ecommerce backed by digital marketing and social networking present unprecedented opportunity attracted tons of sellers across all regions and investors from across the globe. While ecommerce has present array of opportunities in India, it does come with handful of challenges some of them too serious to affect a major section.

This paper is outcome of various studies carried out on ecommerce and digital marketing in India as well people and company involved in this industry. This paper highlights the key opportunities and challenges which Indian ecommerce industry is facing in year 2016.

Introduction

Electronic commerce commonly known as ecommerce is not just about buying and selling products using internet, it is an opportunity, a lifestyle, and means of earning which touched all aspects of life and is tipped to be business model of future. The ecommerce and Digital technology have seen extra ordinary growth and transition in last few years and organizations involved are keep on innovating new means of doing business transaction like PayTm which started as mobile recharging company has grown to marketplace selling different array of products to India first payment bank and part of Bharat Bill Payment System. The impact of eCommerce in India’s life is such that leading eTailing companies like Amazon sold 15 million units while Flipkart earned Rs. 3,000 cr gross sales from 15.5 million units in 5 days sales event held in the first week of October 2016 promising allied industries like logistics and supply chain, packaging etc to grow in its ambit. This trend will continue in years to come as total numbers of online shoppers are expected to increase to 220 million by year 2020.

Ecommerce can play a critical role by presenting opportunity to Micro, Small and Medium Enterprise (MSMEs) which contribute to Indian economy by over 8% of GDP and employing
over 22% of workforce. However the basic T3 infrastructure like training on complicating factors like taxation, technology and transportation is still an issue, though worked on by companies involved and rightly supported by government through initiatives like GST, relaxing FDI norms, digital India initiative etc.

Ecommerce and digital marketing industry in India is now growing at astonishing rate at expected to account for 1.61% of the global GDP by 2018. According to a report by Forrester, India is set to become the fastest growing market in the Asia-Pacific region with an expected growth rate of over 57% between 2012-2016. India retail opportunity is significant and continues to grow upwardly thanks to hyper connected young population, rising standard of living, deeper internet penetration, explosion of social media and other digital platform making growth imminent and expecting to become $100 mn plus industry by 2020.

This paper will discuss the Challenges, Opportunities, and challenges in ecommerce and Digital Marketing in India.

**Challenges:**

**Low Internet Speed and Penetration** – Internet is backbone of ecommerce and Digital marketing without which the lavish internet properties created by ecommerce giants are useless. India at 2.8 mbps has the slowest internet connection speed in Asia Pacific. India occupied 115th position globally in average connection speed.

This is main reason for increasing CART ABANDONMENT rate on eTailing websites as payment page that connects host website to bank or payment gateway are built on secure connection that requires consistent internet speed in absence of which the chances of payment failure increases multiple times.

Digital marketing is responsible for brand building and meeting sales target of any company fundamentally based upon high-speed internet in absence of which most digital advertisement is it on Facebook or Google running through different scripts will not load on target audience devices like smartphone, tablets, personal computers etc.

**Opportunist Opportunity** – ecommerce and digital marketing in India require infusion of huge funds be it the platform itself like Amazon, Flipkart, Snapdeal or eBay, require substantial funds to run it operation and one with continuous inflow of capital will survive only. First 5 months of 2016 has seen over 18 shutdowns already.

Digital marketing programs as Adwords are available with most eTailers provide opportunity for sellers to advertise their products by paying cost per click. This while proving beneficial for
sellers that can afford are spelling doom for small sellers trying to earn their living from e-commerce.

**High Cost of Managing Payments** – Managing remittances requires professional experience of accounting not available or affordable to small and micro businesses. The complex commission and payment system of eTailers make it impossible for a commoner to reconcile payouts against the product sold posing risk of such sellers to shun platform for more understandable ones.

eTailers like Flipkart, Amazon, Snapdeal etc has complex pricing system with deductible factors like commissions, fixed costs, picking and packaging (if using fulfillment), shipping etc. A paradigm shift in thinking is required which eCommerce companies must see inclusions as opportunity rather than an obligation.

**High Cost of Customer Acquisition**

The focus of Indian eCommerce industry has changed from repeated consumption from loyal customers to acquiring new customers at irrational costs to show valuation for funding and investments. Companies are acquiring new customers through discounts, cashbacks and marketing spends to increase the valuation and not profitability. The whole industry has changed from increasing profitability to increasing GMV (Gross Merchandising Value).

**Regulatory Challenges**

The biggest challenge so far for ecommerce in India is different tax structure in different parts of country that has resulted in significant business challenges. Uncertainty of tax laws in case of ecommerce transactions coupled with delays in business clarifications by tax authorities poses significant challenges to the e-Commerce companies.

**Opportunities:**

**Ease of Doing Business**

India’s rank for ease of doing business went up by 12 in just one year due to improved framework creating environment conducive for business. eCommerce in India has provided opportunity to everyone be it Large or Medium, Small and Micro Enterprises (MSMEs) to offer their products are services across the nation with just one click. Now a small business or individual in Andaman and Nicobar can sell its product to another person in other part of India. Unlike traditional businesses, which require multiple licenses and permission, business on Internet can be start with just couple of documents.
Emergence of Omni Channels

The most important opportunity on the horizon is not growing online sales in isolation but rather helping traditional retailers or retail chain upgrade into a brand new retail model like Walmart or Staples in India to create unique customer experiences and gain customer loyalty.

Ease of Payment (Cash on Delivery) and Digital Payment

Cash on Delivery, first introduced by Flipkart as part of their strategy worked marvelously for the industry as whole. Cash on Delivery, the most popular mode of payment used in about 60% of transactions. COD on one hand helped ecommerce companies to acquire new customers, it also helped customers from Tier II and Tier III cities to connect with the ecommerce mainstream, which was, restricted the metros earlier.

The Government of India “Jan Dhan” initiative to cover unbanked citizens has added over 110 million debit card and bank accounts connecting them with the electronic payments which will further add volume to ecommerce transaction. One of the fastest growing payment solutions, currently 2% of total transaction, is catching us faster than expected providing ease of payment to consumers.

Last Mile Logistics and Fulfillment Centers

One of the most fundamental logistics challenge faced by an e-commerce companies was reaching Tier II and III towns as logistic and couriers were restricted to the Metros and Tier-1 cities but for an e-commerce company, the real business hails from Tier-2 and Tier-3 cities. Big players in Indian ecommerce integrating on their own by acquiring companies and hiring services from startups, opening fulfillment centers in different part of countries and connecting them for a proper and partnering with 3PL companies, prompt supply chain solution.

Last Mile logistics and fulfillment centers is an opportunity not only for Tier 2 and Tier 3 consumers but also to the businesses who earlier in the absence of reliable logistics and courier company were restricted to their vicinity. Now they can either use the last mile services from ecommerce companies with confidence as their services include pickups, timely updates, and insurance and prompt delivery or they can use the fulfillment options from this company and save the cost of storing the goods. The fast growing e-commerce sector will drive the $300-billion domestic logistics industry.

Employment

Ecommerce and Digital marketing companies in India has been empowering MSMEs in India and has a favorable cascading effect on related and affiliated industries like logistics which will
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drive the $300 billion industry. Ecommerce in India could create 20 mn jobs as pr HSBC with 70% in logistics and delivery, 30% in customer service, IT and management.

**Government Initiative**

Government of India has taken numerous initiatives to modernize and improve infrastructure of ecommerce and Digital marketing in India. Government proactively utilizing e-Commerce digital platforms to transform and organize traditionally offline markets such as those of agricultural produce, etc. Flagship initiatives such as Digital India, Start-up India, Innovation Fund, Skill India, etc. are contributing to the growth of e-Commerce industry.

Ecommerce and Digital marketing in India promises to get bigger and wider in future and will be one of the major factor influencing MSMEs. Ecommerce industry in India need to constantly innovate to present more opportunities and overcome challenges.

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E-Commerce and its future in India

Dr. Sunil¹ and Sandeep Kumar²

Dept of Commerce, Govt. P.G. College, Narnaul
Research Scholar, Rajasthan University Jaipur

Abstract:

Electronic Commerce is process of doing business through computer networks. A person sitting on his chair in front of a computer can access all the facilities of the Internet to buy or sell the products. E-commerce has made it easier for human to reduce physical work and to save time. E-Commerce which was started in early 1990’s has taken a great leap in the world of computers, but the fact that has hindered the growth of e-commerce is security. Security is the challenge facing e-commerce today & there is still a lot of advancement made in the field of security.

Introduction:

E-commerce (electronic commerce or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business. The terms e-commerce and e-business are often used interchangeably. E-Commerce or Electronic Commerce describes the manner in which transactions take place over networks, mostly the Internet. The Internet is becoming a basic need today. EC is not just about buying and selling, it also is about electronically communicating, collaborating, and discovering information (sometimes referred to as e-business). It is about e-learning, e-government, social networks, and much more. EC will have an impact on a significant portion of the world, affecting businesses, professions, and, of course, people.

History of e-commerce

Development of EC applications started in the early 1970s with electronic funds transfer (EFT), which refers to the computer-based systems used to perform financial transactions electronically. However, the use of these applications was limited to financial institutes, large corporations, and some daring businesses. Electronic data interchange (EDI) was then developed in the late 1970s to improve the limitation of EFT. EDI enlarged the pool of participating company from manufacturers, retailers, services, and others. Such systems were called Inter organizational System (IOS). The earliest example of many-to-many EC in physical
opportunities and challenges in e-commerce and digital marketing

goods was the Boston Computer Exchange, a marketplace for used computers launched in 1982. The first online information marketplace, including online consulting, was likely the American Information Exchange, another pre-Internet online system introduced in 1991. Since 1995, many innovative applications, ranging from direct online sales to e-learning experiences had been developed. Almost every organization in the world has a Web site. In 1999, the emphasis of e-commerce shifted from B2C to B2B. In 2001, from B2B to B2E, e-government, e-learning, and m-commerce. In 2005, social networks started to rise and so did l-commerce and wireless applications. E-commerce will undoubtedly continue to shift and change in the future.

Application of e-commerce:

E-commerce has a number of applications in retail and wholesale. E-retailing or on-line retailing is the selling of goods from Business-to-Consumer through electronic stores that are designed using the electronic catalog and shopping cart model. Cybermall is a single Website that offers different products and services at one Internet location. It attracts the customer and the seller into one virtual space through a Web browser. Data collection about customer behavior, preferences, needs and buying patterns is possible through Web and E-commerce. This helps marketing activities such as price fixation, negotiation, product feature enhancement and relationship with the customer. Financial companies are using E-commerce to a large extent. Customers can check the balances of their savings and loan accounts, transfer money to their other account and pay their bill through on-line banking or E-banking. Another application of E-commerce is on-line stock trading. Many Websites provide access to news, charts, information about company profile and analyst rating on the stocks. E-commerce is also used in the supply chain operations of a company. Some companies form an electronic exchange by providing together buy and sell goods, trade market information and run back office information such as inventory control. This speeds up the flow of raw material and finished goods among the members of the business community.

Types of e-commerce:

Business-to-Business (B2B) e-commerce encompasses all electronic transactions of goods or services conducted between companies. Producers and traditional commerce wholesalers typically operate with this type of electronic commerce. The (B2C) Business-to-Consumer type of e-commerce is distinguished by the establishment of electronic business relationships between businesses and final consumers. It corresponds to the retail section of e-commerce, where traditional retail trade normally operates. Consumer-to-Consumer (C2C) type e-commerce encompasses all electronic transactions of goods or services conducted between consumers. Generally, these transactions are conducted through a third party, which provides
the online platform where the transactions are actually carried out. In C2B there is a complete reversal of the traditional sense of exchanging goods. This type of e-commerce is very common in crowd sourcing based projects. A large number of individuals make their services or products available for purchase for companies seeking precisely these types of services or products. This part of e-commerce encompasses all transactions conducted online between companies and public administration. This is an area that involves a large amount and a variety of services, particularly in areas such as fiscal, social security, employment, legal documents and registers, etc. These types of services have increased considerably in recent years with investments made in e-government.

Challenges in India:

Conclusion:

E-Commerce refers to all forms of business activities across the internet. This can include E-tailing, B2B, intranets and extranets, online advertising, and simply online presence of any form that are used for some type of communication. E-Commerce has several advantages and disadvantages as indicated in these papers.

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Development of Modern Agricultural E-Commerce Framework in India

Bajrang Lal
Research Scholar, Department of EAFM, University of Rajasthan, Jaipur

ABSTRACT

Technological importance has been a great support for making decisions in various fields especially in agriculture. The development of agriculture has been on under development for the past few years due to lack of Agriculture knowledge and environmental changes. This study is aimed to put forward an inclusive and pertinent e-commerce framework that serves as a platform for the development and improvement of rural agriculture sector in India; which plays a major role towards socioeconomic development of rural livelihoods along with food security and poverty reduction. The main approach used was to critically review and understand the National Informatics Centre (NIC) and the Ministry of Agriculture policies. In this article, e-commerce on the role of agriculture, the use of the possibility of a few can read.

Keywords - e-Commerce Framework, e-Commerce Application and Agriculture.

INTRODUCTION

The topic is interesting, because the agricultural use of e-commerce is still relatively rare to read. For me, e-commerce is also interesting, because I'm using. I think I caught it because of the modern. The boom of internet Information and Communication Technology (ICT) together with Internet is making it possible to share vast amount of knowledge and information and is driving all round socio-economic changes and growth. There has been a tremendous rise in the Global internet usage and for a developing country like India this growth has been phenomenal. In the world India is the third largest base with internet users of around 120 million. By 2015 India expected to have an incremented growth with 320 million to 360 million internet users making it the second largest user base in the world. By 2015 with the prospective to double its economic contribution from the Internet in the next three years India’s GDP will from 1.6 percent to 2.8 to 3.3 percent by 2015. India can achieve broad-based Internet impact by aiming for the digital inclusion of nearly 40 percent of its population, to reach a user base of 500 million by 2015, rather than the likely target of 330 million to 370 million.

Indian Economy has a major contribution from the agricultural sector. Research, extension and farmers efforts are all contributed significantly from 50 million tons in 1950-51 to land mark
achievement of an estimated production of 241 million tons of food production in 2010-11. The entire requirement for food grains is proposed to touch 280 million tons by the year 2020-21. To meet this high demand a proportional growth rate of nearly 2 per cent per annum is required in food grain production and a 4 per cent per annum growth rate is required in agriculture. Planning commission of India as recommended a work group on agricultural extension for XI five year plan (2007-2011) states that growth in agriculture is stagnant and slow. So there is an urgent need of pulsating, active and inventive approach that need to adopted to achieve a growth rate in agriculture and thus the farmers are served better.

National policy on ICT in agricultural extension set up by the government has looked forward to transform agriculture into a driving force for improved economic growth within a market-oriented policy framework by promoting agriculture commercialization and diversification. The government introduced a number of policies to resolve critical issues restricting the agriculture performance, including: Development of agricultural information based websites to give information about various crops, soil conditions, weather and pesticides, Strengthening of India’s agricultural marketing system by publishing daily market information, such as minimum, maximum and modal prices for commodities and their varieties, Establishment of knowledge centers in villages for effective and timely transfer of knowledge to farmers, Use of modern information technology to promote communication between researchers, extension workers and their farmer clients for cost effective transfer of technologies and information.

**IMPORTANCE OF MODERN AGRICULTURAL E-COMMERCE IN INDIA**

E-commerce can help boost the sale of agricultural products to larger masses. E-commerce has a reach to a large audience as the number of natives in India is increasing at a fast phase. Using e-commerce effectively in promoting agriculture related products, the gap between the farmer and the customer is greatly reduced. Supply chain of agriculture related products can be strengthened and one can also keep track of this. Expansion in agricultural product channels, reduction in transaction links and increase agricultural efficiency with the establishment of agricultural e-commerce sites along with the online trading platform, there will be a well organized circulation of agricultural products on a larger scale. This will be helpful in regaining information for both the parties and avoid any loss in profits due to asymmetry in information. This in turn will help both supply and demand sides trade at a maximum profitability and at minimum risk and also greatly reducing transaction costs and transaction links. Formation of a marketing model for agricultural related products and promoting the development of related industries.
AGRICULTURE E-COMMERCE FRAMEWORK FOR RURAL AGRICULTURAL

Presenting an overview of Agriculture E-Commerce Framework focusing on two main aspects: Agriculture Production -This plays a major role in educating, improving and providing ICT awareness in the rural agriculture sector.

CONCLUSION

The main intent of the agricultural e-commerce framework is to improve the agricultural sector in India. In a broad spectrum, two important factors are used as a base for developing the appropriate framework. Firstly, by focusing on Agriculture Production the total agricultural output can be increased by applying better farming practice, better seeds in market, more appropriate fertilizers for crops and understanding the dynamics of prices. All these parameters along with the timely intervention of ministry of Agriculture can help boost the agricultural productivity of rural India. Secondly, structuring the marketing and sales will help in the marketing of agricultural products. A well maintained database will help track framer and trader information which can be used for trading purposes. The trading platform will help showcase agro products to a wide range of customers (traders) thus giving the framing community an opportunity to market their agricultural products. An effective supply chain management system which can involve government transportation such as trains and buses can ensure an effective transportation of goods. Payment gateways can be taken care by intelligent usage of nationalized banks, cooperative societies and Post office of India. The structuring of marketing and sales can be under the supervision of National Informatics Centre (NIC) which can provide a solid support. Finally, the comprehensive framework becomes a good basis for
development of an appropriate agriculture e-commerce application with relevant features that will take all parameters an actor’s involved into consideration.

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Digital Marketing in Banks: A New Paradigm

Dr. Komal Paliwal
Assistant Professor, S.S. Jain Subodh PG (Autonomous) College, Jaipur

Abstract

In this paper an attempt has been made to understand the concept of digital marketing and its implementation in banks. The paper focuses on hypothesis that, “Digital marketing in banks helps in improving banking services at low cost and are liked by customers”. The results of the study indicates that the digital marketing increase the efficiency of banks. It reduces the time and cost as well as increases the financial capacity of the organization.

Introduction

Now a days Technology, digitization, social media and mobility etc, changed our personal lives in a big way. This naturally implies that services such as banks need to respond to this change and reinvent the way they do business.

As the banking fraternity faces multiple disruptions like faster loans; convenient payments on e-commerce; mobile-to-mobile payments substituting cash and remote advisory using analytics. To overcome from these disruptions, digital marketing is a more viable option than traditional media. Digital marketing is the utilization of electronic media to promote the banking services into the market by the banks. The aim of digital marketing is to attract customers and allowing them to interact through digital media. For this, digital channels provide banks with a unique opportunity to deliver highly customized propositions and services to their potential and existing customers at relatively lower costs. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media.

The digital battleground has presented banks with a huge opportunity to attract new customers, lower costs, develop new propositions and business models. Hence, all the banks give the priority to create a digital environment. Leading the bank towards digital transformation implies enhanced user experience through interactive interfaces, advancement in mobile technology, improved digital security, collaborating through social media, channel integration and gaining insights into customer behavior through digital analytics. All these changes have made banking system more efficient and agile.

Scenario of Digital Marketing

The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve
Bank of India (RBI) policies which could result in a more favorable business environment. In 2015, online advertising market touches Rs 3,575 crore (US$ 530 million) from Rs 2,750 crore (US$ 407.66 million) in 2014. The Internet's share in total advertising revenue is anticipated to grow two fold from 8% in 2013 to 16% in 2018. Online advertising also increased at a compound annual rate of 28%. In India digital advertisement continues grow to grab the market as shown in graph given below -

![Digital Advertising in India](image)

**Methodology of the study**

This research work is carried out to understand the concept of digital marketing and its implementation in banks. The paper focus on two hypotheses i.e. -

Ho₁ - Digital marketing in banks helps in improving banking services at low cost and are liked by customers.

For the present study both primary and secondary data were used. Primary quantitative data was obtained through the schedules that were delivered to some educational institutes. A total of 100 respondents (customer and banking staff,) from different colleges were selected for the study and secondary data was collected from the records, reports, websites etc. The data so collected are analyzed by using the percentage method.

**Findings of the study**

India comes 3rd in the list of largest internet user’s country. About 78% of Indian people use internet. Therefore, digital marketing is the best approach to target the Indian people for banking services. The digital marketing helps banks in cutting the cost and provides convenient opportunity to convert communication from one way interactive and give customers access to information. That’s why about 58% of respondent reply that their services should be delivered by the digital marketing as shown below -
Asking on the digital marketing in banks, most of the respondents favor that digital marketing is the requirement of the day. It not only helps in saving time but also provide complete information about the services of bank with a one click.

Table- 1

<table>
<thead>
<tr>
<th>Respondent view on digital marketing in banks</th>
<th>Yes</th>
<th>No</th>
<th>Can't say anything</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is digital marketing improved the services of banks?</td>
<td>85</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Do you trust banks that operate online?</td>
<td>90</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Is it provides quality service with low cost?</td>
<td>80</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Helpful in banking services and financial development</td>
<td>90</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Greater control of finance</td>
<td>89</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>It increase the goodwill of the organization</td>
<td>95</td>
<td>5</td>
<td>-</td>
</tr>
<tr>
<td>Enhance the operational and supportive services</td>
<td>100</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Do you frequently use the digital channel derivers?</td>
<td>85</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Do you trust the security of online banking services?</td>
<td>90</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Helpful in better use of service at less time</td>
<td>90</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Do you like digital banking operations?</td>
<td>80</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Better professional services at low cost</td>
<td>85</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>

N=100

About 90% of the respondents feel that digital marketing banks is just like a umbrella that provides various banking services at low cost. In fact, Digital marketing provides banking services with proper security. The above views of respondent favour the first null hypothesis.
Thus, the first null hypothesis is accepted i.e. Digital marketing in banks helps in improving banking services at low cost and are liked by customers.

**Conclusion**

Digital marketing in banks are now a central feature of ongoing efforts to modernize the banking services. It helps to build customers loyalty, attract new customers and up sell customers through their mobile channel, it reduce costs by migrating transactions from the branch channel and improve customer relationship through digital engagement.

**References**

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Corporate Governance: Need of New Corporate India
[Evolution, Challenges and Recommendation]

1DR. D.C. Jain, 2Pradyumna Sharma
1Professor, Commerce College, Kota, 2Research Scholar, Kota

ABSTRACT

Corporate governance refers to the best set of practices to govern a corporate entity. These norms guide the management on issues of direction and controlling. It explains the procedures for object oriented flow of work in organization. It focuses on value creation for stakeholders.

The basic principles of corporate governance is integrity, unbiased, transparent and effective working. The policy framework emphasized on complete disclosures, compliance of law, ethical values and accountability.

Corporate governance is essential in current business environment due to involvement of huge corporate and individual fund, i.e. big components of debt and equity. Corporate governance norms are expected to play key role in success of the economy.

Economic developments like “MAKE IN INDIA”, “DIGITAL INDIA”, COMPANY ACT 2013, SEBI REGULATION 2015, GOODS AND SERVICE TAX, FDI AND FII POLICY will create new challenges for regulators and manager and that will require new approach for corporate governance norms.

The present paper aims at the Present structure, benefits, challenges and recommendation for Corporate Governance norms in India.

Introduction:

"Corporations pool capital from a large investor base both in the domestic and in the international capital markets. In this context, investment is ultimately an act of faith in the ability of a corporation’s management. When an investor invests money in a corporation, he expects the board and the management to act as trustees and ensure the safety of the capital and also earn a rate of return that is higher than the cost of capital. In this regard, investors expect management to act in their best interests at all times and adopt good corporate governance practices.

“Corporate governance is the acceptance by management of the inalienable rights of shareholders as the true owners of the corporation and of their own role as trustees on behalf of
the shareholders. It is about commitment to values, about ethical business conduct and about making a distinction between personal and corporate funds in the management of a company.

RESEARCH METHODOLOGY:

Online database is used for the study. Search engine like EBSCO was used and publisher’s databases like Elsevier and Sage Publications, Online Wiley, were also reviewed. Following journals from the field of management by various authors are also reviewed:


We searched “Corporate Governance” Stakeholders, and India as the key word to search in the title or abstract for articles published during the period 2000-2015. We found 1246 scholarly articles on this search. Secondary search for corporate governance in India shows the result of 301008 scholarly articles.

REVIEW OF LITERATURE:

Karim (1996) (UK); (Ramsay and Hoad, 1997 (Australia); Gupta 2003 (India); Holder-Webb et al., 2009 (US)); Studied the pattern and importance of disclosure by corporate. They studied almost 268 listed companies.

Khanna’s(2000) analysis suggests that enforcement is important to the growth of stock markets, but the active civil enforcement of corporate laws may not always be critical to their initial development.

Pratip Kar(2001) has explored three dimension of corporate governance in India viz. related-party transactions; the promoter’s or large shareholder’s actions; and the board’s nominations.

Gupta (2003) studied the corporate governance reporting practices of 30 Indian companies listed on the BSE Sensex, extracting corporate governance reporting section from the annual reports.

Khanna and Palepu(2004) have concluded that it did not appear that concentrated ownership in India was entirely associated with the ills that the literature has ascribed to it in emerging markets.
Gupta and Parua (2006) attempted to find out the degree of compliance of the Corporate Governance (CG) codes by private sector Indian companies listed in the Bombay Stock Exchange (BSE).

**EVOLUTION OF CORPORATE GOVERNANCE:**

There have been several instances of spectacular business scams across the world that shook the corporate and financial world—such as the Enron and WorldCom scandals in the US, the Vivendi scandal in Europe, and the Satyam scandal in India. An analysis of the global financial crisis beginning 2007 also indicates the governance failure of corporate including the failure of gatekeepers like credit rating agencies and auditors on several counts. These corporate failures and events have underlined the importance of a proper governance mechanism even in the minimalist sense of ensuring that corporate properly and effectively do what they were established to do, and are accountable in a fair and transparent manner as they were expected to be. Internationally, there have been a number of initiatives to streamline corporate governance practices:


**IN INDIA:**

There have been several major corporate governance initiatives launched in India since the mid-1990s.

1. **The CII Code:** In 1997 the first draft of CII code was released addressing the issues of corporate governance.

2. **Kumar Mangalam Birla committee report and Clause 49**

   The second major corporate governance initiative in the country was undertaken by SEBI. In early 1999, it set up a committee under Kumar Mangalam Birla to promote and raise the standards of good corporate governance. In early 2000, the SEBI board had accepted and ratified key recommendations of this committee, and these were incorporated into Clause 49 of the Listing Agreement of the Stock Exchanges.

3. **The Naresh Chandra committee report on corporate governance**

   The Naresh Chandra committee was appointed in August 2002 by the Department of Company Affairs (DCA) under the Ministry of Finance and Company Affairs to examine various corporate governance issues. The Committee submitted its report in December 2002. It made
recommendations in two key aspects of corporate governance: financial and non-financial disclosures; and independent auditing and board oversight of management

4. Narayana Murthy committee report on corporate governance:

The fourth initiative on corporate governance in India is in the form of the recommendations of the Narayana Murthy committee. The committee was set up by SEBI, under the chairmanship of Mr. N. R. Narayana Murthy, to review Clause 49, and suggest measures to improve corporate governance standards.

5. Government of India also constituted J.J. IRANI COMMITTEE in 2005 for recommendation on Companies act. J.J. IRANICOMMITTEE also provides suggestions on CORPORATE GOVERNANCE Norms.

REGULATORY FRAMEWORK:

Regulators:

- Securities Exchange Board of India (SEBI)
- Ministry of Corporate Affairs (MCA)

<table>
<thead>
<tr>
<th>Regulations:</th>
<th>Statutory Bodies:</th>
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<tr>
<td></td>
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<tr>
<td>The Companies Act of 1956</td>
<td>Institute of Company Secretaries of India.</td>
</tr>
<tr>
<td>The Companies Act of 2013</td>
<td>Institute of chartered accountants of India</td>
</tr>
<tr>
<td>The Desirable Corporate Governance – a code</td>
<td>National Foundation for Corporate Governance (NFCG)</td>
</tr>
<tr>
<td>The Naresh Chandra Committee Report</td>
<td>Corporate Governance section from the Business Portal of India</td>
</tr>
<tr>
<td>The Kumar Mangalam Birla Committee Report</td>
<td>The Competition Commission of India</td>
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<tr>
<td>The N R Narayana Murthy Committee Report</td>
<td>The Competition Commission of India</td>
</tr>
<tr>
<td>Clause 49 of the Listing Agreement</td>
<td>The Central Vigilance Commission of India</td>
</tr>
<tr>
<td>Revised Clause 49 of the Listing Agreement</td>
<td>Confederation of Indian Industries (CII)</td>
</tr>
<tr>
<td></td>
<td>Institute of Internal Auditors (IIA) India</td>
</tr>
<tr>
<td></td>
<td>Bombay Chartered Accountants Society (BCAS)</td>
</tr>
<tr>
<td></td>
<td>Asian Corporate Governance Association (ACGA)</td>
</tr>
</tbody>
</table>
Benefits of Corporate Governance:

- Good corporate governance ensures corporate success and economic growth.
- Strong corporate governance maintains investors' confidence, as a result of which, company can raise capital efficiently and effectively.
- It lowers the capital cost.
- There is a positive impact on the share price.
- It provides proper inducement to the owners as well as managers to achieve objectives that are
- In interests of the shareholders and the organization.
- Good corporate governance also minimizes wastages, corruption, risks and mismanagement.
- It helps in brand formation and development.
- It ensures organization in managed in a manner that fits the best interests of all.

CONCLUSION

The concept of corporate governance hinges on total transparency, integrity and accountability of the management and the board of directors. The importance of Corporate Governance lies in its contribution both to business prosperity and to accountability. In the age of globalization, global competition, good corporate governance facilitate as a great tool for corporate bodies. It existed from Vedic times as the highest standards in Arthashastra to today's set of ethics, principles, rules, regulations, values, morals, thinking, laws etc as good corporate governance. Corporate governance should also have approach of holistic view, value based governance, should be committed towards corporate social uplift and social responsibility and environment protection. It also involves creative, generative and positive things that add value to the various stakeholders that are served as customers. Be it finance, taxation, banking or legal framework each and every place requires good corporate governance. Corporate Governance is a means not an end, Corporate Excellence should be the end. Once, the good Corporate Governance is achieved and the Indian Corporate Body will shine to outshine the whole world.

REFERENCES


Current Opportunities and Challenges in Marketing of Sanitary Ware Industry till 2020

Dr. Tripti Vijaywargia

S. S. Jain PG (Autonomous) College, Jaipur

ABSTRACT

Ceramic is the most popular sanitary ware material due to its extreme durability, hardness, versatility, and aesthetic appeal. It is made of clay, kaolinite, quartz sand, and feldspar. Ceramic sanitary ware fulfills the highest hygiene standards, because of its easy-to-clean, smooth surface and high. Waterless urinals are a marvel of technology that has revolutionized the sanitary ware industry. End-users prefer ceramic sanitary ware in commercial, residential, and public infrastructures as it needs low maintenance, has high resistance to environmental conditions, and is durable. In addition, ceramic materials help maintain the required hygiene in washrooms and are resistant to chemicals. The advanced range of bathroom solutions comprises of bath tubs, basins, shower accessories, faucets, etc. Increased emphasis has been put on luxury, style and elegance.

Keywords: Sanitary Ware, Clay, Kaolinite, Quartz Sand, Feldspar, Hygiene Standards, Technology, Ceramic, Environmental Conditions, Shower Accessories, Faucets.

INTRODUCTION

Like ceramic tile, the sanitary ware industry is also benefiting from the current trend to make bathrooms larger and more luxurious, stylish and comfortable. High-end, "artistic" fixtures such as vessel sinks are seeing a significant increase in demand. Demand for other high-end bathroom products is also on the rise as consumers increasingly look to achieve a "spa-like experience" in their bathrooms. However, the residential construction slowdown in the India, combined with high energy and material costs, is pressuring sales and earnings. Indian Standard reported that sales in its Bath and Kitchen segment in the first half of 2006 were down 4.3% from the prior year because of sales declines in the India. Earnings were also down substantially, due to lower sales and production volumes, as well as higher commodity costs. While the segment's third quarter sales were up slightly compared to the same period in 2005, it continued to face higher costs and decreased unit volumes. The solid demand of permanent, antimicrobial glaze for this product indicates that innovation can provide a key advantage in a challenging market. Other regions are faring better.
The booming construction market in Asia is boosting demand for all building products, including sanitary ware.

MARKET SITUATION

The market for bath fittings in India is largely unorganized. Industry leaders in the organized segment are progressively scaling their production capacities, upgrading manufacturing processes and focusing on innovative technologies to produce ergonomically convenient designs. Booming real estate and tourism, rising disposable incomes and change in lifestyle have raised the demand for bath fittings and accessories in the Indian market from the housing as well as hospitality sectors... Many international bath fittings brands are increasing their presence in Indian market by either joining hands with domestic brands in the segment or forming their wholly owned subsidiary in India.

This paper provides an analysis of the current opportunities and challenges in marketing of sanitary ware industry till 2020 market in India. Increasing awareness among consumers is also influencing their demand pattern which is, in turn, having a positive impact on the growth of the industry. However, the key challenges that hinder the growth of the market include huge unorganized sector, lack of replacement demand for bath fittings in India and demand being restricted to urban areas. In addition to this growth of the industry has been predicted taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Despite the current housing slowdown in the India, companies continue to believe that the Indian market has strong future growth prospects. According to a report, demand for plumbing fixtures and fittings in the India is expected to rise 2.4% per year through 2010, supported by increasing applications in repair and improvement markets in both residential and nonresidential construction, and by an acceleration in new non residential construction expenditures. While residential markets for plumbing fixtures and fittings accounted for nearly 70% of total demand in 2005, the non residential and non building markets will provide better growth prospects through 2010. The South and West regions are expected to lead gains, as higher income in these regions will support spending on plumbing products in residential markets. Increasing non residential construction expenditures in the East and West part of India will also boost demand. Gains in the Northeast and Midwest India will remain below those of the East and West through 2010, due to a less favorable outlook for personal income and construction spending.
CONCLUSION

Market advances will be driven primarily by healthy gains in building construction activity as industrialization efforts continue and income levels rise. Also aiding demand growth will be continuing trends toward larger bathrooms and kitchens in residential markets. In addition, increasing demand for greater living space, further privatization of home ownership, and a rapidly expanding domestic consumer market will all contribute to market gains. Residential markets for sanitary ware and plumbing products will see the fastest advances, with demand rising 13.88% annually. Demand for sanitary ware, plumbing fixtures and fittings in nonresidential applications will rise 1.8% per year in the same period, benefiting from a healthy outlook in the office and commercial and institutional building segments. The analysts forecast the global ceramic sanitary ware market to grow at a CAGR of 7.22% during the period 2016-2020. It indicates that here are vast opportunities and challenges which are yet to be explored in sanitary ware industry in India.

References

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Opportunities and Challenges in e-commerce and Digital Marketing

E-Commerce: A Holistic Marketing Approach

Chandni Laddha
Research Scholar Department of Economics, the IIS University, Jaipur

ABSTRACT:

This paper deals with the conceptual knowledge of search engine marketing (SEM) or e-commerce, current and future aspects of e-commerce in Indian context for the year 2016 has been shown. This paper also discussed about the top motivator factors of shopping online. The present development would be a valuable addition to researcher and academicians; and useful theory for practitioners, advertisers, and entrepreneurs.

KEYWORDS: SEM, Online Marketing or E-commerce, Businesses, Customers

INTRODUCTION:

In the recent years technology has become a vital part of our day to day life. It plays a very important role in improving the quality of services provided by the various business units. Amongst all, Internet Technology has become one of the technologies which really brought revolution in the world of information and is rightly thought of as the third wave of revolution after the agriculture and industrial revolution. Buying and selling of goods electronically is considered as the leading edge in business today which has coined the name E-Commerce. It has its various effects which can be realised since from basics i.e. from customer service to a new product design. Few common tools which have already been adopted by all the E-commerce facilitating business units are online advertising and marketing, online order taking and online customer service etc which makes it easy to interact and understand the customers’ requirements. It also helps in reducing the cost of managing orders and interacting with a wide range of suppliers and trading partners. Businesses are increasingly using the Internet for commercial activities. The effective communication between customers and businesses has increased due to the pervasive and globally accessible nature of Internet world wide. With the same the costs of product and service delivery has been reduced and extends geographical boundaries in bringing buyers and sellers together.

E-Commerce and its share in different world regions

The internetworldstates.com shows that Asia has 48.4% internet users in the world distributed by world regions in the year 2016.
The above graph provides us the knowledge regarding the presence of billion internet users in the different world regions and it also gives a clear picture regarding the highest internet residing users in Asia.

**E-Commerce and its share in India in recent years**

**Source:** Internet World Stats –www.internetworldstates.com/stats.htm

Source: Internet in India 2015 by Internet and Mobile Association of India (IAMA) AND IMRB International.
The massive Indian market is also changing fast. Internet access is mainstreaming among professionals and the use of mobile is intensifying. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Smart marketers keep on top of the scale of change and ensure their marketing strategies and touchpoints mirror where the consumer is spending their time. These notes give a sense of the scale of change we’ve seen so far and imply the scale of what is coming.

**Major Search Engines in the Market**

By distinct search engines, means that search engines, portals, and websites who have alliances and who solicit bids for paid placements from a single source are treated as one search engine. For instance, by successfully bidding for a paid link with Overture exposes a seller to traffic from several websites, including MSN, Yahoo!, AltaVista, Info Space, AlltheWeb and NetZero. There are various search engines by content/topic such as Baidu (Chinese, Japanese), Bing, Blekko, Google, Sogou (Chinese), Soso.com (Chinese), Volunia, WireDoo, Yahoo!, Yandex (Russian), Yebol, and Yodao (Chinese). Among PPC providers, Google AdWords, Yahoo! Search Marketing, and Microsoft adCenter are the three largest network operators, and all three operate under a bid-based model.

**Advantages and Disadvantages of Internet Marketing**

- Marketing departments are investing more into online marketing today because it’s:
  - Attractive to a significant segment of the demographics for most customer profiles. It can effectively reach the target customer.
  - Faster and less expensive to conduct direct marketing campaigns
  - Measurable, which means that successes are identifiable and repeatable
  - Open 24-hours a day
  - Cost-effective, in the long run.

**Disadvantages**

There is no actual face-to-face contact involved in the Internet communication. For the types of products that rely heavily on building personal relationship between buyers and sellers such as the selling of life insurance, and the type of products that requires physical International Journal of u- and e- Service, Science and Technology examination, Internet marketing maybe less appropriate. While internet marketing cannot allow prospective buyers to touch, or smell or
taste or 'try on' the products, Some of the disadvantages of e-Marketing are dependability on technology, Security, privacy issues, Maintenance costs due to a constantly evolving environment, Higher transparency of pricing and increased price competition, and worldwide competition through globalization.

Top Motivators for Shopping Online

Times of India (February , 2016) has published that top motivators for shopping online which include cash back guarantee, cash on delivery, fast delivery, substantial discounts compared to retail, and access to branded products, while barriers include inability to touch and try products before purchase, fear of faulty products, apprehension of posting personal and financial details online and inability to bargain.

CONCLUSION AND RECOMMENDATIONS:

This paper deals the conceptual knowledge of search engine marketing or e-commerce, current and future aspects of e-commerce in Indian context. This paper discussed about the top motivator factors of shopping online. The present development would be a valuable addition to researcher and academicians; and useful theory for practitioners, advertisers, and entrepreneurs. Some of the disadvantages of e-Marketing are dependability on technology, Security, privacy issues, Maintenance costs due to a constantly evolving environment, Higher transparency of pricing and increased price competition, and worldwide competition through globalization. While considering the aforesaid limitations; advertisers and end-users can effectively use this modern platform to make life easier and faster. With the rapid expansion of internet, Ecommerce, is set to play a very important role in the 21st century, the new opportunities that will be thrown open, will be accessible to both large corporations and small companies.

REFERENCES:


Opportunities and Challenges in e-commerce and Digital Marketing


Detailed study on E-Commerce in India, Challenges, and Opportunity

Ms. Vaishali Gohil
Assistant Professor, Department of Financial Studies, The IIS University, Jaipur

ABSTRACT

E-commerce is the process of conducting business online through such transactions as sales and information exchange. There are a number of applications of e-commerce, including online retailing and electronic markets, and online auctions. E-commerce offers many benefits to businesses, including the widening of its marketplace and the reduction of operating costs. E-commerce is often combined with other channels as part of a business' marketing and sales efforts. As with any marketing and sales efforts, careful consideration needs to be given regarding how to best present the business on its website. There are a number of considerations to be taken into account in order to develop a website that will help the organization to maximize the effectiveness of its e-commerce efforts. E-commerce is undergoing an evolution through the adoption of Web 2.0 capabilities to enhance customer participation and achieve greater economic value. This new phenomenon is commonly referred to as social commerce; however it has not yet been fully understood. In addition to the lack of a stable and agreed-upon definition, there is little research on social commerce and no significant research dedicated to the design of social commerce platforms. This study offers literature review to explain the concept of social commerce, tracks its nascent state-of-the-art, and discusses relevant design features as they relate to e-commerce and Web 2.0. We propose a new model and a set of principles for guiding social commerce design. We also apply the model and guidelines to two leading social commerce platforms, Amazon and Starbucks on Face book. The findings indicate that, for any social commerce website, it is critical to achieve a minimum set of social commerce design features. These design features must cover all the layers of the proposed model, including the individual, conversation, community and commerce levels.

Keywords Channel: Customer Relationship Management; Domain Name; E-Business; E-Commerce; Information System; Information Technology; Risk; Search Engine; Strategic Planning; Strategy; Supply Chain; Social commerce; Social media; Web 2.0
Opportunities and Challenges in e-commerce and Digital Marketing

Scope, Challenges and Opportunities for E-Commerce in India

Samridhi Sharma
Research Scholar, Department of ABST, University of Rajasthan, Jaipur

ABSTRACT:
E-commerce is the buying and selling of goods and services or the transmission of funds or data in electronic form through internet. But today it is more than just buying and selling of products online. It also includes the entire online process from developing to paying for products. E-commerce draws on technology such as mobile commerce, electronic funds transfer, internet marketing, online transactions, automated data collection systems and many more. India has shown tremendous growth in the E-commerce segment. This industry gets revolutionized with the rise of eBay and Amazon in 1990’s. Consumers can now purchase endless amounts of items online. This paper is the outcome of review of various research studies carried out on e-commerce. The purpose of the study is to highlight the scope, challenges and opportunities for e-commerce in India in near future and it is concluded that e-commerce is a challenging segment but it is definitely one of the business options with a great scope and opportunities for this in India.

KEYWORDS: e-commerce, scope, challenges, opportunities

INTRODUCTION:
India had an internet user base of about 354 million as on June 2015\textsuperscript{[1]} and is expected to cross 500 million by 2016.\textsuperscript{[2]} The largest e-commerce companies in India are Jabong, Flipkart, Snapdeal, Amazon India, and Paytm. India is second-largest user base in the world, the penetration of e-commerce is low compared to markets like the United States (266 million, 84%), or France (54 M, 81%), but is growing at an unprecedented rate, adding around 6 million new people every month.\textsuperscript{[3]} the most preferred method of payment in India is cash on delivery, accumulating 75% of the e-retail activities.\textsuperscript{[4]} Demand for international consumer products is growing faster. India's e-commerce market was worth about $3.9 billion in 2009, it went up to $12.6 billion in 2013. About 70% of India's e-commerce market is travel related.\textsuperscript{[5]} According to Google India, there were 35 million online shoppers in India in 2014 and is expected to cross 100 million mark by end of year 2016.\textsuperscript{[6]} The biggest categories in terms of sales are Electronics and Apparel.
Key drivers in Indian e-commerce are:

1. Large subscription of broadband Internet by Indian population, burgeoning 3G and 4G internet users across the country.
2. Growing trend of carrying smartphones.
3. Continuous decline in poverty rate and rising living standard of Indian people.
4. Availability of wide range of products in comparison to availability at retail stores.
5. Competitive prices.

SCOPE:

India has shown tremendous growth in the e-commerce segment. India has witnessed a major breakthrough E-commerce success stories particularly in e-retail in electronics, beauty and fashion apparel and home furnishing segments. E-commerce creates new opportunities for entrepreneurial start-ups. Easy internet access, Safe and secure payment modes and marketing by people involved in e-commerce has revolutionized this segment. Rapid development in mobile technology has given birth to mobile commerce. According to a study conducted by the Internet and Mobile Association of India, the e-commerce segment is estimated to reach Rs. 211,005 crore by December 2016. The study also stated that online travel accounts for 61% of the e-commerce market.[7] By 2020, India is expected to generate $100 billion online retail revenue out of which $35 billion will be through fashion e-commerce. Online apparel sales are set to grow four times in coming years.[8]

CHALLENGES:

1. Competition in market capture: Flipkart, Amazon and Snapdeal are major players in this market and making it tough for small players to survive in the market. Indian e-commerce is rising day by day as the small retailers are choking to attract customers. Some of the e-commerce portals like babyoye, Zipdialetc have failed in making it big and exited.

2. Literacy rate and connectivity: Prime Minister Narendra Modi’s digital India campaign for e-commerce market is showing upward trend but if we talk about digital literacy of consumers it fails to show the same trend. There is a huge portion of population still with feature phones. Even though India is growing very fast towards digitization of every field but when we see rural areas the development in the field of the internet is not appreciable. Security issues, lack of face to face transactions etc are some other challenges.
OPPORTUNITIES:

E-commerce business opportunities in India depend upon the following factors:

1. **Internet penetration**: Although India has secured the second position in the world but, its internet penetration is very low as compared to the other countries in this list. But it is growing at a faster rate hence it is expected that with the increase of this value the number of people will come in contact with the internet which encourages them to shop online.

2. **Ease of internet access**: The e-commerce in India depends on the way in which internet is provided to the customers. Many internet provider companies are evolving their system to provide better and fast internet services to the customers. It is a good sign for Indian e-commerce websites.

3. **Creating awareness in rural areas of the country about internet**: The large population of the country lives in villages so when we provide the internet to them it helps to grow them and get the fair chance to e-commerce companies to grow.

4. **Facilities and services provided by the companies**: The scope of E-commerce business in India also depends on the facilities that are provided by the new E-commerce solution providers to their customers; their growth is totally linked with the quality of services and facilities provided by them.

5. Funding of E-commerce companies can help them to grow their business which is good for this sector.

REVIEW OF LITERATURE: The study is based on review of secondary sources of information.

CONCLUSION:

Factors which encouraged the E-commerce sector to excel more are the induction of many new schemes of Indian govt. This has the motive to eradicate the problems of the internet in India. Collectively the growth of scope of e-commerce website in India is really excellent by keeping present scenario in mind. It also encouraged e-commerce solution provider companies to expand their business by providing their facilities to build an online store and help new entrepreneurs to be the part of this growth. Although e-commerce is a challenging segment but it is definitely one of the business opportunities with a great scope and opportunities for this in India.
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Future and Growth of Digital Marketing

Sakshi Sharma

Research Scholar, Deptt. of ABST, University of Rajasthan

The future scope of the digital marketing industry will be determined by ideas and developments that call for the seamless interworking of mediums. Traditional media isn’t going anywhere though there are some real concerns about the future of print. But television and radio are safe and thriving. There’s no shortage of brands that have advertising dollars earmarked for television and radio. The future of digital marketing will be rooted in how marketers and platforms create ways for new and traditional media to play together. I think everyone knows that Digital Media will keep on growing, and that it will become more and more dominant in our lives.

Digital marketing is both an art and a science. Successful marketing comes from collecting, analyzing and using data about when and where customers spend their time. In short, data is behavior. Learning from this behavior drives creative messaging and strategic campaigns. Tracking behavior and tapping into the emotional connection through messaging, ads, social, and design makes all the difference in the digital space.

The traditional funnel has several problems. There are often too many steps, and thus opportunities to lose people. There's little opportunity to share the research and buying experience which is crucial for interacting with fans and getting more people into your funnel, or ecosystem. It's puts too much work on consumers and consumers hate doing too much work. With today's complex and evolving consumer journey, it's now essential to have a single view of a consumer across most, if not all, online and offline interactions," said Brandon Hartness, Marketing Cloud Evangelist. This gives brands the customer intelligence they need to create effective and impactful cross-channel campaigns, while also allowing them to optimize engagement across all touch points.

There’s a lot to be learned from your audience online. You'll get honest feedback on campaigns and messaging, for one. Incorporating your fans' interpretation and opinion of your brand can get you both fresh content and loyal fans. Create incentive for fans to write, tweet, take photos, share videos, etc. Reward them for their participation and loyalty by giving them the spotlight in your campaign Single marketing voices only reach the people already in their networks. To break through, companies and causes will increasingly need to partner with suppliers, brand ambassadors and others to reach more people, more often. "Since we connect experts to target
audiences, we count on the marketing networks of our experts to help spread the word. We tell our people, they tell their people. Everybody benefits.

**Latest developments and strategies**

One of the major changes that occurred in traditional marketing was the “emergence of digital marketing” (Patruțiu Baltes, Loredana, 2015), this led to the reinvention of marketing strategies in order to adapt to this major change in traditional marketing (Patruțiu Baltes, Loredana, 2015).

As digital marketing is dependent on technology which is ever-evolving and fast-changing, the same features should be expected from digital marketing developments and strategies. This portion is an attempt to qualify or segregate the notable highlights existing and being used as of press time.

**Segmentation**: more focus has been placed on segmentation within digital marketing, in order to target specific markets in both business-to-business and business-to-consumer sectors.

**Influencer marketing**: Important nodes are identified within related communities, known as influencers. This is becoming an important concept in digital targeting. It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Adwords campaigns, or through sophisticated sCRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics, Sage CRM and Sales force CRM. Many universities now focus, at Masters Level, on engagement strategies for influencers.

**Ways to further increase the effectiveness of digital marketing**

Listed below are some aspects that need to be considered to have an effective digital media campaign and aspects that help create an effective email system.

**Interesting mail titles**: differentiate one advertisement from the other. This separates advertisements from the clutter. Differentiation is one factor that can make an advertisement successful in digital marketing because consumers are drawn to it and are more likely to view the advertisement.

**Establishment of customer exclusivity**: A list of customers and customer’s details should be kept on a database for follow up and selected customers can be sent selected offers and promotions of deals related to the customer’s previous buyer behavior. This is effective in digital marketing as it allows organizations to build up loyalty over email.

**Low Technical Requirements**: In order to get the full use out of digital marketing it is useful to make you advertising campaigns have low technical requirements. This prevents some consumers not being able to understand or view the advertising campaign.
Rewards: The lucrative offers would always help in making your digital campaign a success. Give some reward in the end of the campaign. This would definitely invite more engagement and word of mouth publicity.

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Opportunities and Challenges in e-commerce and Digital Marketing

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Opportunities and Challenges in e-commerce and Digital Marketing

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Facebook Banking: The New Face of E-Banking

Dr. Priyanka Khurana
Assistant Professor, Kanoria PG Girls College, Jaipur

ABSTRACT

Innovation is the change that unlocks new value. And to change, you need to innovate. World is changing very fast. From televisions to LEDs, mobiles to smartphones, markets to shopping websites, books to Google, everything has changed. Then, why not banks? Indian banking system touches the lives of millions of people and today, they need to makeover and change the face of banking. When more than one billion people socialize through Facebook, banks have also started using them for publicizing their products. The research objective of this study is to understand the need of Facebook as the new face of e-banking channel and to establish it as an alternative channel among various other alternative channels.

Keywords: E-commerce-banking, Face book, Innovation

Introduction

In the present era of globalization, many innovations are being brought in banks. The new ideas or methods which are implemented to improve commercial services, procedures and methods are known as Financial Innovations in Banking. In recent times, the focus of banks has shifted from Mass Banking to Class Banking with introduction of value added and customized
products. No more waiting in queues is required. Banking services can be availed anytime and anywhere, wherever and whenever you want. The priority of banks has shifted from profit making to providing better services and products to customers now.

E-Banking: As a Financial Innovation

E-banking, also known as online banking, allows the customers to operate their bank account through electronic channels without visiting the bank branch [1]. Most of the banking happens while you are sipping coffee or relaxing at home. Customers can transfer funds, pay bills, know account information, do online shopping, get bank statements, etc. via e-banking.

E-banking started with the invention of ATMs in 1970s. Later, many innovations were brought in the banking industry. Some of them are Credit Card, Debit Card, Automated Telephone System, Internet Banking, Mobile Banking, Real Time Gross Settlement System (RTGS) and National Electronic Funds Transfer (NEFT) [4].

Objectives of the study

- To understand the need of Facebook as the new face of e-banking
- To study the concept of Facebook banking
- To establish Facebook as an alternative channel among other banking channels
- To identify ways by which Facebook can increase number of customers for banking industry
- To enlist extra features Facebook is providing to customers

Research Methodology

The researcher has used analytical approach to carry out this research. A questionnaire was prepared to collect primary data from facebook users and data was collected regarding the facebook banking and also the mobile internet users in India. The secondary data is basically dependent on sources such as internet journals, books, magazines, newspapers and various websites.

Facebook

Facebook is a place where people can leave you a message, view your photos and videos, visit your profile and chat if you are online. It is a great way to be in touch with old friends, colleagues and family who have been busy in their lives since years. From being just a social media, Facebook is now a part of our everyday life. This is because of the attractive features
offered by Facebook. Facebook is for networking, for finding old buddies, for online photo album, for fun and games and a marketplace as a source of information and news.

**Facebook: Today’s Necessity**

Facebook is today’s necessity. It is the most browsed social network on social media with a large base of 1.71 billion monthly active users as of July, 2016. More than 80% of those users access Facebook via their mobile phone. Every user on an average spends 20 minutes per day on Facebook. Due to this huge base, everyone from big brands to bloggers to budding businesses is starting to find out how Facebook can be useful for them. Many other uses where Facebook is helpful includes finding customers, building a brand, group benefits, finding a new job, new employees, organizing events, etc.

**Facebook Banking**

Facebook Banking is a new way of banking which offers banking products and services to the Facebook users with the help of internet. Facebook banking is based on Facebook which is today the most popular social media site. Since a lot of people are linked with social media through Facebook, it is convenient to bank and customers can do the transactions without waste of time and effort [3]. Customers can enjoy new experience of this new style of banking. They are happy and satisfied when banks remain in close contact with them and provide easy approach to bank without affecting their personal lives. But, viruses and malware threats may be the drawbacks of using this.

**Why Facebook in Banking?**

India has overtaken USA with 462 million internet users and ranks second in internet penetration at 34.8% after China. The internet users in urban India are 71% while in rural belt it is increasing at 58% year on year growth. Also, India has the fastest growing mobile subscriber base in the world with 1.03 billion mobile users [5]. This is around 81% of India’s population. 57% of these mobile users use social media apps on phone. This provides great opportunity for e-banking in the country. According to statistics the number of e-banking users in India is expected to rise to 700 million by 2018, taking India to second place, replacing U.S. Referring to the current scenario, according to Figure 1, Facebook is the topmost social network site with 1.15 billion users as per the data on March 2016. This figure is 48% more than the Facebook visitors last year. This means banks can use this alternative channel to reach
customers easily and quickly. Also, users in rural India are increasing at a good pace. This will help promoting e-banking in rural India as well through Facebook.

Figure 1- Number of Indian Users on Various Social networks

![Monthly Active Users](image)

Source: [www.dazeinfo.com](http://www.dazeinfo.com)

According to Figure 2, In India, 78% of Facebook users are under the age of 34 years. This means Facebook is famous mostly among the youth. Thus, if banks use Facebook to connect people with banks, our e-banking services can spread faster and easier. And above all, it will mostly attract youth of the country.

Figure 2- Age wise distribution of Facebook Users in India

![Facebook Users Demographic](image)

According to above figures and data collected, 75% of the internet users belong to the age group 16-35 years. And mobile internet users are increasing every year at a high pace. This means that with more and more use of smartphones as well as Facebook being the most active social media site, the e-banking sector is expected to grow at a very high pace.

**Facebook Banking in India**
In India, ICICI Bank took this initiative by launching the first Facebook Banking App called “Pockets” which gives many facilities to the customers. In the same line, Kotak Mahindra launched “Kay Pay”- an instant fund transfer platform using Facebook. Customers can access the App by logging in with their Facebook account details, then going to the official ICICI Bank Facebook page and clicking on the tab ‘Pockets by ICICI Bank’. A wide range of non-financial transactions like getting savings bank account mini statement, demat holding statements, credit card details, opening fixed or recurring deposits. can also be done with this app. Later, this app was launched for android mobile phones also. This is India’s first digital bank on a mobile phone that allows any individual to download and instantly activate an e-wallet. Some key features of Pockets includes- Split n Share, Pay a friend, Quick pay, Prepaid Mobile Recharge, Book Movie Tickets and Bank @ fingertips.

Conclusion

Facebook Banking is the need of the hour and calling card of the future. 10 years ago, Facebook didn’t exist, and now more than one billion people use it to communicate. This is the fastest changing communication and technology landscape we’ve ever been in. It took 38 years for Radio to reach 50 million listeners whereas an I-Pad took only 18 months to reach the same number. Facebook Banking will help banks reach one million customers in less than a year.

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An exploration of customer loyalty in e-commerce

Dr. Nandini Sharma
Asst. Prof., S.S.Jain Subodh P.G. College, Jaipur

ABSTRACT

This paper is an attempt of investigating the positive and negative aspects of customer loyalty in e-commerce and online business context. It was identified in different factors as customization, contact interactivity, care, community, convenience, cultivation, choice, and character and these basically has a significant impact and shows e-loyalty and are the basic scales to measure the loyalty of e-commerce and e-business. It was found that there are a large number of companies which are indulging in online business and developing their online stores. It is also revealed after studying the pros and cones of e-commerce that customers have increasing their level of e-loyalty has an impact on customer-related outcomes.

KEYWORDS: e-commerce-loyalty, internet retailing

E-commerce is the buying and selling of goods and services, or the transferring of funds or data, through an electronic networks basically the internet. These business transactions may arise either as business to business, business to consumer, consumer to consumer, or consumer to business. E-business or e-commerce terms are usually interchangeably. E-commerce is recognize as the purchasing and selling of products or services through computers etc. in
today’s time of working we cannot ignore the technology and it is occupying significant option for businesses and consumers too. There are a large number of companies which are opting and developing their online stores as there are e certain benefits of e-commerce as:

- Easy and convenient method
- Display product datasheet
- Attractive mode for New Customers:
- Comprised Information about the guaranty and warranty
- Channel cost decreased
- Analyze Consumers’ Buying Habit

As the demand of online purchasing is increasing and more than 60% people are purchasing goods online from the comfort of their home and the no. of people are increasing in this, in reference to the percentages we can say that e-commerce is expending tremendously because of its complete range of advantages that any industry can enjoy. Today, e-Commerce has revolutionized the way companies are doing business. Now, consumers can purchase almost anything online 24*7 a day and get an ultimate shopping experience.

There are certain reasons why customer is loyal to e-commerce:

- E-Commerce becomes one of the preferred ways of shopping as they enjoy their online because of its easiness and convenience. They are allowed to buy products or services from their home at any time of day or night. The best thing about it is buying options that are quick, convenient and user-friendly with the ability to transfer funds online. Because of its convenience, consumers can save their lots of time as well as money by searching their products easily and making purchasing online.

- Consumers can also get description and details from an online product catalog. For your customers, it is very much important to get information about the product no matter whether the time of day and day of the week. Through information, your customers and prospects are making decision to purchase your products or not.

- As we all know that physical retail is run by branding and relationships. But, online retail is also driving by traffic that comes from search engines. For customers, it is not very so common to follow a link in the search engine results and land up on an ecommerce website that they never heard of.
• No matter whether you are looking to choose including warranty information with product descriptions and datasheets or providing it from within an ecommerce shopping cart, you need to make sure that customers must be aware of important terms and conditions that are associated with their purchase.

• With e-commerce business, the suppliers can decrease the cost of managing their inventory of goods that they can automate the inventory management using web-based management system. Indirectly, they can save their operational costs.

• The best thing is e-commerce retailers can easily keep a constant eye on consumers’ buying habits and interests to tailors their offer suit to consumers’ requirements. By satisfying their needs constantly, you can improve your ongoing relationship with them and build long-lasting relationships.

• For effective business transactions, e-commerce is an effective, efficient and competence method. Setting-up cost is extremely low as compare to expanding your business with more brick and mortar locations. Very few licenses and permits are required to start-up an online business than physical store. You can save your lots of money by using fewer employees to perform operations like billing customers, managing inventory and more.

• With lots of customers’ reviews and product ratings, you can easily increase your sells as new customers find that your products are good and effective. Make sure that you mention your clients’ testimonials, reviews and product ratings as such things can help your new customers to purchase your products.

• If you are running a physical store, it will be limited by the geographical area that you can service, but with an e-Commerce website, you can sell your products and services across the world. The entire world is your playground, where you can sell your complete range of products without any geographical limits. Moreover, the remaining limitation of geography has dissolved by commerce that is also known as mobile commerce.

• One of the most important benefits that ecommerce merchants can enjoy is store timings are now 24/7/365 as they can run e-commerce websites all the time. By this way, they can increase their sales by boosting their number of orders. However, it is also beneficial for customers as they can purchase products whenever they want no matter whether it is early morning or mid-night.

• Now, you don’t have to invest your money in the physical store, insurance or infrastructure as all you need is a wonderful idea, unique products and well-designed website to reach your precious customers to sell your products and services. We can say that this makes an e-commerce a lot more economical and reasonable.
As like e-commerce business can help B2B organizations to get new customers, so it will be helpful for e-commerce businesses to boost their brand awareness in the market. Developing pages that can be indexed by search engines crawlers is one of the best ways to enhance your website’s search engine optimization and enhance the target audience on your site.

One of the most positive things about ecommerce is that you can decrease the costs of your business. There are some of the costs that you can reduce by opting for ecommerce as advertising and marketing cost, human resources cost, travel cost and inventory cost etc.

One of the best benefits of ecommerce for customers is they can get huge information that is not possible in a physical store. We all know that it is quite difficult to equip employees to respond to customers who are looking for information on different product lines. But ecommerce websites offer additional information to their customers without any hassle. All the given information is provided by vendors so that their customers find it easy to purchase products with information.

With ecommerce platform, it becomes easy for businesses to launch channel specific and particular brand ecommerce website. This ability enables you to provide co-branded websites for your specific customers and allows for websites catering to specific international spectators.

Performance of different websites and their reliability put a great impact on customers purchasing and their satisfaction even the speed of website is a big cause of decreasing and increasing of sell and the risk of security is also a reason for customer’s satisfaction

**There are certain reasons which are working as obstacles in e-business:**

- Not that all physical retailers have a personal approach, but I do know of several retailers who value human relationship. As a result, shopping at those retail outlets is reassuring and refreshing. Clicking on "Buy Now," and piling up products in virtual shopping carts, is just not the same for me.

- Unless you are using a website to merely order a pizza online, e-commerce websites deliver take a lot longer to get the goods into your hands. Even with express shipping, the earliest you get goods is "tomorrow."

- E-commerce Does Not Allow You to Experience the Product before Purchase

- Cannot touch the fabric of the garment you want to buy. You cannot check how the shoe feels on your feet. You cannot "test" the perfume that you want to buy. You get the idea.

- When making an online purchase, you have to provide at least your credit card information and mailing address. In many cases, e-commerce websites are able to harvest other information about your online behavior and preferences. This could lead to credit card fraud, or worse, identity theft.
Conclusion

While studying about e-commerce and e-business it was judged that online business is having lots of convenience and earning customers as well as it has some points which are working as drawbacks of it. It needs to accept and improve its shortcomings only then it can work towards overcoming this business.

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E-Commerce and Digital Marketing: Towards the Next Generation of Insights

Ankita Dadhich

Assistant Professor, Maharishi Arvind University, Jaipur

ABSTRACT

In the past few years, the internet and e-commerce business activities have become one of the fastest growing technologies that playing a significant role in the daily life of human being. Today, Digital marketing is one of the most emerging technologies in IT and E-Commerce sector. Digital marketing is also referred to as Internet marketing (IM), online marketing or web-marketing, means using the internet to market and sell goods and services. Digital Marketing helps to find out the right audience to whom goods and services are to be provided by the business organizations. It consists of all processes and activities with the purposes of attracting, finding, winning and retaining customers. The scope of Digital Marketing is deemed to be broad in scope it does not only use to promote marketing over the internet but also helps in marketing as well through e-mail and wireless media. Here we analyzed to find out the
opportunities and challenges of Digital marketing through E-marketing in India as well as in global world.

**KEYWORDS:** Electronic Commerce, Digital Marketing, Internet marketing

**INTRODUCTION**

Information technology has transformed the way people work. Electronic commerce has unleashed yet another revolution which is changing the way businesses buy and sell products and services. The internet gave another boost to e-commerce. Digital marketing or online marketing refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce. After the e-commerce Framework was announced by the U.S. government in 1997- at the time when internet was allowed to be used by commercial organizations. It was the US Government’s announcement that all federal purchases would be made paperless that gave an impetus to this new way of conducting trade and commerce. The internet gave another boost to e-commerce. Digital marketing or online marketing refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from Websites or emails. Digital marketing and online advertising efforts are typically used in conjunction with traditional types of advertising like radio, television, newspapers and magazines.

**SCOPE TOWARDS NEXT GENERATION**

- Digital marketing can also be broken down into more specialized areas such as Web marketing, email marketing and social media marketing.
- Web marketing includes e-commerce Web sites, affiliate marketing Web sites, promotional or informative Web sites, online advertising on search engines, and organic search engine results via search engine optimization (SEO).
- Email marketing involves both advertising and promotional marketing efforts via e-mail messages to current and prospective customers.
- Social media marketing involves both advertising and marketing (including viral marketing) efforts via social networking sites like Facebook, Twitter, YouTube and Digg.
- Online marketing is growing rapidly in international and local market in India. The Indian ecommerce market is seeing a surge in the growth.

**GLOBAL SCENARIO**

Amazon, the world’s largest online retailer has never been profitable since its inception. The mission was to use the internet to transform book buying into the fastest, easiest and the most enjoyable shopping experience possible. The eBay website proclaims that it is the word’s online marketplace enabling trade on a local, national and international basis with a diverse and passionate community of individual and small businesses. It offers an online platform where
millions of items are traded each day. These are few examples of emerging online marketing companies.

**PROBLEMS IN ONLINE TRADING WITH VIEW POINT OF COMPANIES**

following are the problems faced by companies adopting online trading in e-commerce.

- The world is used to conducting business and commerce on signed paper documents. Electronic documents and messages, without familiar signatures and marks have changed the scene and trade wants to be assured that the electronic world is safe. The e-commerce system must therefore offer at least the same level of reliability as that which obtains in the paper world. Thus the companies should work with maximum reliability.

- The legal issues of e-commerce have generated tremendous interest among technologists, traders and legal experts. The Indian parliament passed the Information Technology Act in 2000. The legal requirement is to establish the authenticity of an electronic document or message. This includes integrity, confidentiality and non-repudiation of origin and receipt of electronic document in case of dispute.

- In e-commerce, there is a concern that in the absence of proper controls, it is relatively easy to change the electronic record. Proper controls need to be enforced in e-commerce transactions.

- Major legal issues for e-commerce are raised through the provision of services like Online Marketing, Online retailing e.g. ordering of products and services, financial services such as banking and trading of services, Online publishing, Exchange of electronic messages and documents EDI, electronic filing, remote employee access, electronic transactions and Online contract formation. The common problems are legal problems in trademarks and domain names. The company takes a domain name from the registry in its name. Unlike the traditional commercial world where different companies may have the same trademark in different products and services, in cyberspace, only one name can be assigned as Name.com. Thus, the company which registers its name for the domain name eliminates all others from using that name in the cyberspace. The other issue is copyrights. Copyright was developed in the printed world to protect the economic interests of the creative writers. However, the copyright law protects only the expression of an idea and not the idea itself. Another issue is jurisdiction. The term jurisdiction refers to court’s ability to hear to a particular case. Internet communications know no geographical boundaries, whereas jurisdiction under traditional legislation incorporates a notion of territoriality. Different laws are applicable under different jurisdictions. A number of questions which are vital to the legality of commerce in cyberspace have arisen.

- Similarly the issue of service provider liability cannot be ignored. Many ISPs provide user access to shared websites. Commonly the concerns include libel and defamation, liability for
infringement of third party rights, and the liability for hosting of unlawful materials. The growth of e-commerce on the internet depends to the large extent on the confidence of traders in forming legally enforceable contracts online. However, there are problems associated with jurisdiction of the parties and that of the website, since it is the jurisdiction which determines the laws that would be applicable in case of a dispute. Then there are issues related with the identity of parties and role of digital structures on the internet.

- Leading Indian online retailers feel the pressure from risk capital investors and growing consolidation in an industry where the leaders are outpacing the laggards is forcing online retailers to identify newer revenue streams and cut down on costs.

- Most of these retailers feel that the profitability depends on the scale of operations. They also feel that they have to make a choice between sales at any cost or sustainable growth.

- The break even period is more up to 6-7 years.

**PROBLEMS WITH POINT OF VIEW OF CONSUMERS**

- With the internet making inroads into almost all facets of everyday life, not only business information, but a large amount of personal information too is now digitized and stored on computers connected to the internet. Systems connected to internet are potential targets for destruction or tampering of data stored in them. There is a danger of cyber-attacks.

- There are challenges of hacking which means hackers can deface websites and steal valuable data from systems. Phishing is another challenge which refers to creation of e-mail messages referencing web pages that are replicas of existing sites to make users believe that they are authentic sites.

- Internet users are likely to face more privacy threats as marketers aggressively employ invasive tools to collect information. Marketers who were earlier scratching the surface of social media marketing are now peeling back the layers for understanding people and their behavior on the internet.

**SUGGESTIONS**

- Small e-commerce companies should look towards marketing activities in malls and initiatives on the digital media which can be done for prolonged duration and is more sustainable.

- Marketers should be smart enough to draw a line between mapping and stalking which can turn away a consumer forever.
Opportunities and Challenges in e-commerce and Digital Marketing

- Opting for cheaper and measurable digital campaigns instead of expensive traditional advertisements.
- Increasing viability of e-commerce.
- Online retailers have to build large volume of business to ensure profitability. It will also help them to amortize technology and marketing cost.
- Consumer education and protection of their privacy.
- Efficient services like in time delivery and convenient payment.

CONCLUSION

Digital Market is here to stay and will be extensively used in future. Digital Marketing is finding out the ways to retain profitability and long term sustainable development. Globally also the challenges are similar in nature. Indian entrepreneurs said this latest focus on business fundamentals points to growing maturity of the local market. In past, everyone was looking at who the leaders will be. Now the market leaders are emerging and no one doubts the viability of e-commerce.

E-commerce & Digital Marketing: How Search Engine Marketing (SEM) has maximized profits for E-Firms

Anadi Trikha
Assistant Professor, Maharishi Arvind University, Jaipur

Abstract

This paper deals with the conceptual framework knowledge for the elaboration of new online promotion channels such as search engine marketing (SEM) or e-commerce in context with current and future aspects of e-commerce in India. The present development would be a helpful addition to researcher and academicians; and useful theory for practitioners, advertisers, and entrepreneurs. Today technology plays a vital role in improving the quality of services provided by the business units. One of the technologies which really brought information revolution in the society is Internet Technology and is rightly regarded as the third wave of revolution after agricultural and industrial revolution.
Keywords: E-commerce, SEM, Digital Marketing, SEO, marketing communication

Introduction

Profit and non-profit organizations from different sectors and of all sizes seem to be heavily interested in and focus on the online market with their projects and ideas, realizing that the web presents very significant and attractive marketing opportunities. Businesses are quickly realizing that search engines are a prime source for these new leads and customers (that’s why search engines are considered) to be the most dynamic marketing newest online communication channels. Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM incorporates search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.

As the number of sites on the Web increased in the mid-to-late 1990s, search engines started appearing to help people find information quickly. Search engines developed business models to finance their services, such as pay per click programs offered by Open Text in 1996 and then Goto.com in 1998. Goto.com later changed its name to Overture in 2001, was purchased by Yahoo! in 2003, and now offers paid search opportunities for advertisers through Yahoo! Search Marketing. Google also began to offer advertisements on search results pages in 2000 through the Google AdWords & AdSense program. By 2010, pay-per-click programs proved to be primary moneymakers for search engines.

Traffic diverted through SEM generates heavy sales lead online resulting in increase in profit for the firms doing E-Business. SEO consultants expanded their offerings to help businesses learn about and use the advertising opportunities offered by search engines, and new agencies focusing primarily upon marketing and advertising through search engines emerged. The term "Search Engine Marketing" was popularized by Danny Sullivan in 2001 to cover the spectrum of activities involved in performing SEO, managing paid listings at the search engines, submitting sites to directories, and developing online marketing strategies for businesses, organizations, and individuals. Search engine has become a necessity for people to surf the web. It is a simple user interface is designed. Any user simply fills in several fields and the system makes the decision about what to find, where to search and how to look at. The threshold of search is lowered. SEM is an internet marketing model aiming at promoting the ranking of websites in the search engine’s search results page which can make a web site introduce into more web users and website traffic. The image shows the leads of how INDIA is spending in Online Retail in present as well as expected to spend in future.
Opportunities & Issues with SEM

This paper helps in highlighting the features of SEM and how E-Firms have taken advantage of it in their favor and has attracted high revenues from its customers. Some of the disadvantages of e-Marketing are dependability on technology, Security, privacy issues, Maintenance costs due to a constantly evolving environment, Higher transparency of pricing and increased price competition, and worldwide competition through globalization. While considering the aforesaid limitations; advertisers and end-users can effectively use this modern platform to make life easier and faster. In coming years India will have more than 70 million Internet users which may surpass developed countries. Internet economy will then become more meaningful in our country and even remote places will start understanding the importance of E-Commerce. With the rapid expansion of internet, Ecommerce, is set to play a very important role in the 21st century, the new opportunities that will be thrown open, will be accessible to both large corporations and small companies. The possible opportunities are huge and impressive in this sector. E-Commerce in India is destined to grow both in revenue and geographic reach. The further research areas in ecommerce are; the quality of sponsored ad text, ad position, Search Engine Optimization (SEO), PageRank, yellow pages, and bid management etc.

Conclusion

The use of SEM strategic tools for businesses can attract potential consumers to view their products, but it could also pose various challenges. These challenges could be the competition that companies face amongst their industry and other sources of information that could draw the attention of online consumers. To assist the combat of challenges, the main objective for businesses applying SEM is to improve and maintain their ranking as high as possible on SERPs so that they can gain visibility. Therefore, search engines are adjusting and developing algorithms and the shifting criteria by which web pages are ranked sequentially to combat against search engine misuse and spamming, and to supply the most relevant information to searchers. This could enhance the relationship amongst information searchers, businesses, and
To Study the Scope of Expanding Electronic M-Commerce to Rural Dweller for Microfinance Institution

Mr. Mukesh Singh

Research Scholar, Department of EAFM, University of Rajasthan

ABSTRACT

Differing characteristics of local environments, both infrastructural and socio-economic, have created a significant level of variation in the acceptance and growth of e-commerce in different regions of the world. With most of the population living in rural India which suffers from lack of basic infrastructure like proper power supply can only imagine of Internet connection thus, have little or no access to e-commerce. The reason of this is because of low purchasing power, no credit card facility to make online payment, also it is quite difficult to deliver products and services due to lack of infrastructure. To enable the participation of rural
population, we can prepare a framework by engaging MFIs and M-commerce model. This paper would show how rural community can enjoy benefits of e-commerce using mobile commerce model. The advantages of making e-commerce available to the rural community are discussed, in addition to the challenges involved with this model.

**KEYWORDS:** Rural dwellers, Microfinance Institution, Electronic M-commerce.

**INTRODUCTION**

E-commerce over the Internet has been in practice for more than a decade. E-commerce enables people to purchase products from a remote place at any time of the day and get the desired products delivered to their doors. It saves time, money and labor. A product seller can upload the product information on the web and can breach the boundaries of the local market to reach the customers on a global scale. A customer, on the other hand, can search for a desired product in a much more extensive selection space, and can find the suitable product. In this way, e-commerce brings benefits for both the buyers and sellers as indicated by the trend in e-sales.

Statistics indicate that some 45% of all the people in the world who use microfinance services are living in South Asia. According to (Singh. R., I. 2014) Overall percentage of the poor and vulnerable people with access to financial services remains small, amounting to less than 20% of poor households in India. The World Bank estimates that more than 87% of India’s poor cannot access credit from a formal source and therefore they are not borrowing at all or have to depend on money-lenders who charge them interest rates ranging from 48% to 120% per annum and sometimes much higher.(Singh. R., I. 2014). This fact alone is very compelling and is reason enough to occupy oneself with the careful questioning of how microfinance can be provided to as many of the poor with a demand for it as possible. (Singh Robin Inderpal, 2014, p.387). The microfinance sector went on to evolve in the 1980s around the concept of SHGs, informal bodies that would provide their clients with much-needed savings and credit services.

Due to large size and population of around 1000 million, India's GDP ranks among the top 20 economies of the world. However, around 400 million people or about 60 million households, are living under the poverty line. It is further predictable that of these households, only about 20 percent have access to credit from the formal sector. As well, the segment of the rural population has no good access to the recognized financial intermediary services, including savings services. Credit on rational terms to the poor can bring about a significant fall in poverty. Hence micro credit assumes significance in the Indian context. Thus MFI plays a key role in transforming India from a low-income into a medium–income country with a dynamic, diversified, integrated and competitive economy. But if MFI is operated in the old traditional way it will take time to improve the Indian economy and hence the reduction of poverty. So the latest technologies have to be embraced in the use of MFI sector to reach the people on time.
One of such technology is termed as M-commerce which uses mobile devices to communicate, inform, transact and entertain using text and data via a connection to public and private telecommunication networks. M-commerce is nothing but mobile commerce or mobile e-commerce. Mobile phones play a major role M-commerce. The tremendous growth of the ICT sector in India has paved the way of using M-commerce for MFI. This paper will look at the various technologies which can be used to implement the m-commerce effectively and look into a prototype model for m-commerce.

DEFINING THE TERM

ELETRONIC M-COMMERCE: The flexibility of mobile devices and wireless technologies has made M-commerce an effective type of E-commerce. First, in comparison to the wired Internet, the mobile is a very personalized device, because information flows from and to the device on a person-to-person basis only. Second, the mobile is by its nature a ubiquitous device, which consumers can use at anytime and anywhere.

M-Commerce means exchange of goods over the internet by the use of mobile phones Or m-Commerce, is about the explosion of applications and services that are becoming accessible from Internet-enabled mobile devices.

MICROFINANCE (MFI): Microfinance means providing very poor families with very small loans (microcredit) to help them engage in productive activities or grow their tiny businesses. Over time, microfinance has come to include a broader range of services (micro credit, savings, insurance, etc.) focused on providing a very standardized credit product as the poor and the very poor who lack access to traditional formal financial institutions require a variety of financial products.

ELEMENTS OF M-COMMERCE

With introduction of M-banking, there is a breakthrough in m-commerce which will help to implement m-commerce for MFI. M-banking is used as a tool which can be accessed using an , a credit card terminal or a mobile phone. The Smart Money card can allow users to withdraw credit or to charge purchases through any mobile application and Debit/Credit Card after getting it activated through respective bank branch. Nowadays users conduct transactions using the mobile phone such as sending cash credit from one account to another persons’ account. Subscribers were informed of their transactions through mobile phone either for information or for transaction confirmation.

Regardless of the technologies and processes of using M-banking there were elements common to both m-commerce services which can be regarded as the essential components of m-
opportunities and challenges in e-commerce and digital marketing

commerce. Proposed M-commerce model for MFI can be implemented in Rural community with the following key elements shown below:

1. Description of the terms used in the prototype
   - Over The Counter (OTC) - This would involve the physical hand-over of cash to an authorized or appointed partner and provision of m-commerce account information. The authorized partner will then use their network facilities to credit the money electronically into the user’s m-commerce account.
   - Mobile to mobile transfers (receive) – In this transaction requires a sender (an m-commerce user) to send money electronically to a receiver (another m-commerce user).
   - Mobile to mobile transfers (send) - Mobile to mobile transfers allows a user to transfer electronic currency from his/her own m-commerce account to another user’s m-commerce account. Both the sender and receiver of electronic transfer are given SMS records of the transaction.
   - Purchase of Load - This is a simple m-commerce transaction in which, users purchase mobile phone load using their m-commerce account. The users have the option to credit the load to their own mobile phone or to another subscriber’s mobile phone.
   - OTA – This transaction is the payment of a service or product using one’s mobile phone to initiate or complete the m-payment.
   - Credit card POS – Point Of Sale systems use computers or specialized terminals that are combined with cash registers, bar code readers, optical scanners and magnetic stripe readers for accurately and instantly capturing the transaction. The debit card allows users to access an m-commerce account using POS machine also known as the “swipe machines” used to validate credit cards. Some transactions require the user’s confirmation. This confirmation is sent via the mobile phone.

2. Relationships in the m-commerce value chain for MFI:

There is a possibility that wide range of relationships would be established in different m-commerce transactions for MFI. The m-commerce for MFI environment requires both a bank and a MNO (Mobile Network Operator) to deliver a transactional or informational banking service to a microcredit consumer through the mobile phone. In this description, neither the bank, nor the MNO, can deliver the solution to the consumer in isolation. The Mobile Banking Vendor plays
the pivotal role of integrating the bank and the MNO and technically delivering the application to the consumer.

MICROFINANCE TRANSACTION CASH IN COMPARISON WITH USING M-COMMERCE

- M-commerce model would have reach in rural population depending upon use of mobile phone for microfinance transactions and services whereas traditional method in which cash is used penetrates more.
- Transactions done using M-commerce for MFIs is much more secured as compared to handling cash transaction which has risk associated with it.
- M-commerce model helps in reducing the cost of transaction as account holder can do the transaction over the mobile whereas in traditional way one has to travel for sequence of meetings/
- In M-commerce model for MFI, disbursement of loan can be done without any delay by e-transaction.
- M-commerce model for MFI reduces the cost of collecting loan amortisations for rural banks.
- It improves the efficiency of the clients and for the Banks.

CHALLENGES FACED THE N-COMMERCE MODEL FOR MFI:

- The number of mobile users in India is on rise and a major chunk of population is having mobile phone, the higher cost per service ratio is a obstacle for the deployment of m-commerce model for MFI.
- Security of the transaction is still a concern because of few technical and adaptive problems (e.g. what will happen if they lose their password or login No.) and also in transmittal delays.
- The survey indicated that the rural bank clients were afraid and were reluctant to try out the new technology.
- The clients also fear the loss of the personalized relationship with the banks, thus the banks needed to re-assure the clients that personal relationship will not be lost with the introduction of this technology.
Opportunities and Challenges in e-commerce and Digital Marketing

• Good telecommunications coverage – Unsuccessful repayments through m-commerce model due to poor coverage and technical problems may discourage clients to use the technology again.

• The internet connectivity coverage has no doubt increased but there is still problem regarding the use of M-commerce model when they are not literate.

• For M-commerce it is required to have smart phone which is still expensive for the rural population.

CONCLUDING REMARKS

The M-commerce model should be constructed through intensive planning so that each concerned member of the model that is, the customers, telecommunication companies, banks and mobile banking vendors could get advantage either through profits, time saving and money saving or increase in the efficiency of operations. Thus, the m-commerce model for MFI was designed to address the different needs of the different stakeholders/business partners. However, the most critical factor that will ensure the wide spread use of m-commerce in micro-finance at this very early stage of the technology, is the setting up of ATMs and mobile banking vendors in strategic areas. The following are the recommendations:

• M-commerce and its application have seen only modest growth due to lack of standards in terms, concepts, and theories.

• More promotions, education and awareness campaigns can be created that will highlight the benefits of using m-commerce model for MFI.

• The telecommunication companies can also offer more value-added services to the clients to encourage the use of the technology.

• There are business prospects for the m-commerce model for MFI. If this is to be pursued, a more in-depth business feasibility study should be undertaken.

• Effective training system for the merchants will be the key to increasing their numbers; however, it was proven that merchants try to learn on their own when they are presented with a profitable business model.

• There is a need for a targeted marketing campaign that will encourage the use of the technology among MFI clients and people in the rural areas.

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Recent Trends in E-business

1Preeti Vyas, 2Neelu Jain

1Assistant Professor Department of Commerce, St. Wilfred’s P.G. College
2Research Scholar, Department of Commerce, St. Wilfred’s P.G. College

ABSTRACT:
E- Business is on the rise, as online shopping is predicted to increase by 45% in 2016 says the latest statistics. To stay ahead of the game or to grow online business Need to benchmark
against the latest growth rates, both for overall business in a category for specific devices and then implement marketing strategies and tactics that work to achieve business goals.

Big data & predictive analysis, advanced personalization, localization, digital tech taking over the brick and mortar stores, and an increased focus on customer experience are some of the most important trends to watch in 2016. More mobile strategies applied by the e-retailers last year, as well as an increase in revenues from Smartphone shopping in 2015 compared to the previous years.

KEYWORDS: E-Business, Smart phones, E-Commerce

INTRODUCTION:

2015 was a great year for the Indian E commerce sector as it grew from $5 billion to $8 billion. The market also welcomed a significant number of online shoppers out of which, majority of the traffic comprises of mobile audience. Thus E-commerce apps are gaining immense popularity along with E-commerce. The year was full of new trends catching-upend old ones dying an ultimate death. Trends & strategies like Multi-Channel Shopping May Make or Break Business, Connecting with Customers through Social Media is Not Enough Social Co-Creation now, An Integration of Online and Offline with Beacon Technology. The Popup Makes an Effective Comeback & Huge Images and Videos Deliver Stunning Homepages. Virtual Sales Forces Become Highly Implemented and Mobile is not Recommended, But Required for Survival with Niche Flash Sales See an Explosion. Real Time Analytics Become the Norm, Super Fast Delivery or Pickup Options, Person

RESULT:

Trends like Dipping discounts flipcart, Snapdeal, Amazon India, ebay.in, Paytm and shopclues, are the top six e-commerce players of India who jointly drive almost 85% business of the country’s E-Commerce industry. In the current year these companies would go after profitable growth instead of attracting customers with huge discounts. The rural Pitch E-business companies would emphasize more on attracting the customers from rural areas. Along with this, traditional business houses such as Tata Group and Reliance Industries will enter more aggressively. In the Smartphone sales there were 50 million transacting users in 2015. In current year it will be at least 75 million. Majority of the traffic comprises customers using smart phones because of their faster linkages to payment gateways. Smartphone Ecommerce apps are also preferred as they offer more personalized shopping experience for customers and a better understanding of consumers. Convenient product buying due to addition in the number of customers, the companies would be busy in serving them every possible thing in every possible way. Beliefs are that milk and water will be delivered by the companies to their
customers and hence replaced neighborhood store. COD option during checkout has also been proven to boost impulse purchases. 3.60% of online purchases happen during business hrs.

E-business will become a critical competitive strategy that will revolutionize the global economy. Companies will learn to manage customers relationships by virtually serving their needs “24 x 7” hours a day, 7 days week. E-business that enables to personalize and customize products or services will flourish. Using the net to find new customers and to better target customer preferences will be a standard practice. Producing, marketing and distributing products or services online will be a cost-effective strategy for business. Learning to develop and serve online communities with niche interests will be essential to building customer loyalty. E-business models that provide greater choice for customers will change the traditional economies of supply and demand. Ready access to the Net from multiple gateways-cable TV, satellite, wireless telephones, and other devices-will greatly expand e-business opportunities.

CONCLUSION:

Highly efficient E-business virtual supply chains will intimately link manufacturers and producers directly to customers. This trend is expected to rise even more in 2016, as the industry becomes more focused on mobile payment methods and mobile traffic pushes past the 50% mark. E-business will reach over one billion people and generate more than $2 trillion in revenues worldwide

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1Professor, Department of A.B.S.T., University of Rajasthan, Jaipur
2Research Scholar, Department of A.B.S.T., University of Rajasthan, Jaipur
Opportunities and Challenges in e-commerce and Digital Marketing

ABSTRACT

E-Commerce technologies are changing the way of work of business and thus have effective implication for the way organization manager their human resource functions are strategy. Although the effect of Information Technology on work and employment has been the purpose of research small attention was been paid to e-commerce and its effect on HR management and its accounting HRA involves accounting for people as Human assets. Although HRA was important implication for external financial presentation in e-commerce. In the contemporary economic environment HRA has even greater significance as powerful managerial tool in internal human resource management decision in e-commerce business. Effective practices of Human resource in the accounting statement can ensure long term benefits to the employees of the organization and it also enhance quality, performance, value and commitment to future need. No machine can ever come up with a unique advertising idea without the human input. Thus companies must learn to recognize and appreciate the value of their employees. It is worth and capital investment. That is why firms also need to search people those are on capital investment along with capital (money) while many entrepreneurs are focused on capital they have to make sure they have the right management team and employer in place if they want to attract maximum wealth. In this paper we found that the overall human resource benefit increases the e-commerce business activity through the shape workplace management.

Keywords: Human Resource (HR), Human Resource Accounting (HRA), Electronic Commerce (E-commerce).

DIGITAL MARKETING - AN EMERGENCE OF NEW HORIZONS IN Competitive Era

Dr M. L. Sharma¹ and Dr Parul Bansal ²

¹ Associate professor, Department of EAFM, University of Rajasthan, Jaipur
² Extension Lecturer in Govt. P. G. College, Narnaul, Haryana

Abstract:
In the past few years, the digital marketing and e-commerce business activities have become one of the fastest growing technologies that playing a significant role in this competitive era. Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This paper focuses on various forms and relevancy of digital marketing for both marketers and consumers. Difference between traditional marketing and digital marketing are also presented in this paper.

**Keywords:** Digital Marketing, Promotion, Effectiveness, Customers.

**Introduction:**

Due to globalization, not only nations are coming closer to each other but also different sector undergoes into significant changes and marketing sector is also affected by this and experiencing so many changes continuously. Size and types of business organization affects marketing traditionally but in today’s scenario, digital technology is a valuable addition. Digital marketing is referred as the marketing of products and services using digital technologies. It extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones, social media marketing, display advertising, search engine marketing and many other forms of digital media. The term digital marketing was first used in the 1990s, but digital marketing has roots in the mid-1980s when the SoftAd Group, now ChannelNet, developed advertising campaigns for automobile companies. Through digital media, consumers can access information any time and any place where they want. With the presence of digital media, consumers not rely on what the company says about their brand but also they can follow what the media, friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. Digital marketing is often termed as 'online marketing', 'internet marketing' or 'web marketing'.

**Review of literature:**

According to Hoge (1993), Electronic Marketing (EM) is a transfer of goods or services from seller to buyer involving one or more electronic methods or media. E-Marketing began with the use of telegraphs in the nineteenth century. With the invention and mass acceptance of the telephone, radio, television, and then cable television, electronic media has become the dominant marketing force. Khan and Mahapatra (2009) remarked that technology plays a vital role in improving the quality of services provided by the business units. Waghmare (2012)
pointed out that many countries in Asia are taking advantage of e-commerce through opening up, which is essential for promoting competition and diffusion of Internet technologies.

**Objectives:**

The main objectives of this paper are:

- To identify the effectiveness of digital marketing in the competitive market.
- To show the various elements of digital marketing;
- To depict the various advantages of digital marketing.

**Various elements of digital marketing:**

Digital marketing is formed by various elements. All elements are operated through electronic devices. The most important elements of digital marketing are given below:

**Search Engine Optimization (SEO):** Search engine optimization (SEO) is the process of affecting the visibility of a website in a search engine’s “natural” or un-paid (“organic”) search results. Different kinds of search including image search, local search, video search, academic search, news search and industry-specific vertical search engines may be targeted through SEO.

**Pay per Click (PPC):** Pay-per-click is a model of internet marketing in which advertisers uses search engine advertising to generate clicks to your website rather than “earning” those clicks organically. Pay per click is good for searchers and advertisers. It is the best way for company’s ads since it brings low cost and greater engagement with the products and services.

**Online Advertising:** Online advertising is also called internet advertising Through which Company can deliver the message about the products or services. It is a very important part of digital marketing. Companies put about their products or services on their websites so that consumers can get free information. Through online advertising, company well controls its budget and it has full control on time.

**E-mail Marketing:** Email marketing is a way to reach consumers directly via electronic mail. When message about the products or services is sent through email to the existing or potential consumer, it is defined as email marketing.

**Text Messaging:** By using phone devices, company can send information in the form of text (SMS), pictures, video or audio (MMS). It is a way to provide information about the products and services from cellular and smart phone devices.
Affiliate Marketing: Affiliate marketing is a type of performance-based marketing. In this type of marketing, a company rewards affiliates for each visitor or customer they bring by marketing efforts they create on behalf of company.

Social Media: Now a day, social media marketing is one of the most important digital marketing channels. It is a computer-based tool that allows people to create, exchange information, ideas and pictures about the company’s product or services. Social media marketing networks includes Face book, Twitter, and Google+.

Advantages of Digital Marketing:

- Digital marketing is one of the best cost effective ways of advertising because marketing products on the internet is less expensive in comparison to physical marketing due to short chain of middlemen.
- Digital marketing enables to provide 24*7 services without worrying about the opening and closing hours of a physical store.
- Digital marketing provides better platform to build relationships with customers to increase customer retention level is provided by internet.
- Digital Marketing helps a business to personalize offers for customers by building a profile of their purchasing history and preferences,
- Digital marketing helps in increasing sales as it provides the consumers, an opportunity to purchase the products online rather than physically going.
- Digital marketing technologies allow the consumers to stay with the company information updated.

Challenges of digital marketing landscape:

- Lack of consolidated operational and strategic metrics across various digital channels.
- Lack of security and trust.
- Multiple IT solutions for similar digital marketing services across geographies and business units of an organization.
- Inability to reuse digital assets.
- Lack of ethical practices.
- Lack of compliance and regulation implementation.

Conclusion:

Digital marketing has become an essential part of strategy of many companies. Digital marketing has no boundaries. To promote itself and its product and services, companies
can use any devices and media. Digital marketing may succeed more if it considers consumer’s needs as a top priority. Companies should create specific strategies for media to identify the best path for driving up digital marketing performance.

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Mergers & Acquisitions (M&A’s) in E-Commerce

Tanvi Gaur\(^1\) and Garima Arora\(^2\)

\(^1\) Research Scholar, The IIS University, Jaipur (India)
\(^2\) Student MSc University of Leeds, United Kingdom (UK)

ABSTRACT:
In the fast paced world of nuclear families and tech savvy youth, E-Commerce has become the need of the hour. The growing inclination towards internet together with the luxury of having things delivered to doorsteps and the variety available at a click of their finger tip, has contributed tremendously to the success of E-Commerce. Thus, with a vision of expanding their market penetration as well as catering to the rising demands of customers, the bigger companies are acquiring the smaller ones and merging with the other bigger companies to further strengthen and secure their existence.

KEYWORDS:
Mergers & Acquisitions (M&A), E-Commerce, Organizational Change, Corporate Restructuring.

INTRODUCTION:
Mergers and Acquisitions are the most sought after ways of corporate restructuring. Mergers and acquisitions (M&A) are basically consolidation of companies. Mergers are blending of two companies to form one, while Acquisitions is defined as a method where one company is taken over by the other. M&A is one of the most important aspects of corporate economic world. The interpretation behind M&A is that two separate companies come collectively and produce more value compared to being an individual stand. With the prime motive of capital maximization, companies keep evaluating different opportunities through merger or acquisition. The utmost pressure on companies to keep themselves updated with the global market, have forced the companies to introduce corporate restructuring. Corporate Restructuring is changing ownership of a company or change in business structure of a company. Mergers & Acquisition are one of the most profitable ways of Corporate restructuring when a company wants to expand. M&A impacts everyone involved from one degree or another. This paper focuses on Impact of M&A on E-commerce.

E-Commerce can be defined as buying and selling of products and services through an electronic medium. It can be Business to business, Business to customers, Customers to customers & Customer to business. Owing to prominent smart phone penetration and internet usage, India is on its way to become the third largest market for E-Commerce after USA and China. The companies turn to M&A’s as a means to support the growing market which makes it legitimate to study the topic under question

DISCUSSION:
Growing number of internet users and the induced convenience of door to door delivery has given E-Commerce a whooping acceptance in the Indian market. Malik (2014) Indian E-commerce industry stood at $3.1 billion dollars in 2013 with a projected growth of 63% per annum reaching $8.5 billion dollars in 2016. The number of internet users has crossed over 400 million more than 50% of which belong to the youth (less than 25 years of age).

The rising need of customers in travelling, jobs, leisure and varying trends in fashion, has fascinated customers to get at ease ordering online. Main competitors of market Jabong, Flipkart, Amazon, Snapdeal, E-bay, Nearby, First Cry are some of the product related websites, on the other hand make my trip, book my show, naukari.com make some of the the service oriented websites. These portals have made an incredible expansion in case of turnovers. The big companies found M&A’s the best way of expansion in the Indian market as well.

Table 1  Popular M&A’s in E-Commerce

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the Company</th>
<th>Founded</th>
<th>Acquired Companies</th>
</tr>
</thead>
</table>
Opportunities and Challenges in e-commerce and Digital Marketing

<table>
<thead>
<tr>
<th></th>
<th>Company</th>
<th>Year</th>
<th>Other Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Ola Cabs</td>
<td>2010</td>
<td>TaxiForSure (2015)</td>
</tr>
</tbody>
</table>

CONCLUSION:

Most of the companies listed above come under private sector domain. It is interesting to note that, although the E-Commerce market has a growth rate of four times more than the retail super markets, it is still bearing losses and thus adopting M&A as a rescue mission. Thus it will be fair to conclude that, if done properly and strategically, M&A’s can prove to be a profitable venture for the companies in E-Commerce, as it has been in the past.

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E-Banking: Challenge and Opportunities in Indian Perspective

1Shivraj Singh, 2Dr. G.D. Mehndiratta

1Research Scholar, Department of ABST, University of Rajasthan, Jaipur;
2Principal, Shri Adinath Commerce College, Alwar, Rajasthan
Abstract

The implementation of internet in banking organizations has modernized the banks. Implementing the internet banking approach has benefited both consumers as well as banks. Considering the benefits, banks all over the globe have implemented the internet banking and banking organizations in India are no exception. Still, the concept of internet banking is a fairly new one to Indian consumers as compared to its developed counterparts. The present paper attempts to understand the concept of internet banking as well as study the benefits of internet banking from the perspective of consumers as well as banks. The concept of e-banking is fairly a new concept in India as compared to its developed counterparts. So the paper deals with defining the concept of Internet banking. Further, the present paper attempts to identify the challenges and opportunities of adopting internet banking in the Indian context.

Keywords: Internet banking, Benefits, Challenges and Opportunities, India

Introduction

The progress of E-banking, after the liberalization and globalization processes began since 1991, influencing the financial sector, particularly on the banking sector. The advancement has thoroughly and perceptibility revamps the operational environment of the banking. The Ecommerce drastic change is completely alter the way of client banking, banks are providing different services cash deposits to cash withdrawals through electronic means therefore we can say number of electronic transactions are increasing the world is going to be a cyber world where each and everyone would be connected through internet. Now a day’s most of the commercial banks have launched various services through internet banking including latest service like opening online saving accounts and demand for these services is increasing rapidly. The concept of e-banking is fairly a new concept in India as compared to its developed counterparts. So the paper deals with defining the concept of Internet banking. Further, the present paper attempts to identify the challenges and opportunities of adopting internet banking in the Indian context.

Objectives of study

- To identify the challenges those affect the customers to use internet banking.
- To identify the factors influences consumers to use internet banking.
- To identify the main and general challenges that affecting the internet banking.

Review of Literature
Sournata, Mattila and Munnukka (2005), AlSabbagh and Molla (2004)- all explore the various inhibitors and drivers of electronic-banking adoption. They believe there are relatively few empirical analyses of the impact of electronic banking on customers. As Internet banking is a relatively new concept in banking service delivery, not many studies are available in Indian context. Most of the studies that the authors have gone through are not in the Indian context. According to research work of Karjaluoto et al. (2002) found that Internet banking users in the Finnish market were generally highly educated and relatively young. Demographic factors affect online banking behavior. Almahmeed et al. (2008) conducted a research on all Kuwaiti and non-Kuwaiti banks. It was found that the awareness of Internet banking proved to be relatively high among business firms. The most frequently used services by the customers were: reviewing the account balance, obtaining detailed transaction histories, obtaining information about deposits, loan interest rates, transfer funds between company’s own accounts, transfer funds to other accounts within Kuwait, transfer funds to other accounts outside Kuwait and issuing standing orders Khurana (2009) studied the perception of Internet banking users through the relationship between population statistics of users along with the five independent variables, , responsiveness, reliability, efficiency, security of information and ease of use. It depicts there was no significant relation in between age, occupation sex on the use of number of banks operate by clients. It also depicted age has significant impact on the operational efficiency of clients. As regards reliability, customers had no trust in websites. Maiyaki and Mokhtas (2010) shown in their research that there is no relation in between population statistics and choice of banks. It was also found that statistically there is a significant relationship between age and choice of banks.

Conclusion

This research depicted that users of internet banking are increasing as their income and education standard is improving number of users depending upon the education standard of internet banking users with income. Therefore it is the need of time financial literacy of the users should be increased through various programs could be run by the banks to increase the awareness of internet banking. There is still a lot needed for the banking system to make reforms and train their customers for using internet for their banking account. Going through the survey main problem lies that still customers have a fear of hacking of accounts and thus do not go for internet banking. Banks are trying their level best by providing the best security options to the customers but there are a lot of factors which betrays a customer from opening an internet bank account. With the time, the concept of internet banking has got attention in the Indian context. Most of the banks have already implemented the e-banking facilities, as these facilities are beneficial to both i.e. banks as well as consumers. But the adoption of e-banking by the consumers is still at the early stage due to various challenges. The challenges such as
security risk, privacy risk, trust factor and less awareness among consumers about e-banking are acting as hurdle in the adoption of e-banking facilities. Considering the challenges and risk related to e-banking, the Government of India along with various government agencies is making an effort to make e-banking more safe, secure and reliable. The paper only presents the overview of Internet banking in Indian context. Studies in the past have shown that with the time Indian consumers are opting internet banking services with the time. Considering this in mind, the future studies may be conducted to analyze the various factors which influence the consumer intention to adopt internet banking services.

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Abstract: Digital Marketing & e-Commerce now a day is in full swing and in co-operate world they are doing best either to stay up step ahead or at least to keep up with the crowd. It brings challenges & Opportunities for enterprises.

Introduction: - What is E-Commerce?

Buying & Selling goods and products over internet. Internet use and business by using network effectively in business to achieve goals. Transaction, business process, business marketing & communication have to be comfortable because of e-commerce.

What is Digital Marketing:-

Digital Marketing is an umbrella terms and sale their product & service with the help of digital technology mainly or internet. It also includes mobile phone display advertising and any other digital medium.

Scope of E-Commerce:-

1. EDI (Electronic data interchange)
2. Outsourced customer & Employee care operations.
3. Product sale & service on web.
4. Electronic Banking or fund transfer.

Challenges of E-Commerce:-

1. Indian customer returns much of the merchandise they purchase online.
2. Less presentation on internet future phone sill rules the roost.
3. Cost on delivery is preferred less payment mode.
4. Default in the information of the delivery address.

Opportunities of E-Commerce:-

1. In online shopping it become more senseless across online, mobile, in store experience.
2. Due to the commerce space small retailers will domain.
3. E-Commerce retailers will fight how to convert mobile traffic.
4. Democratically increase their product advertising capabilities by social network.
5. Digital works force in new ways of working.
6. To contribute in the internet of things (IOT).

Conclusion:

As per the survey, internet current affairs E-Commerce have developed and continue to grow and bring so many innovations. It is vital that any origination in any particular industry has to be plan makes strategies and developed around growing media.
ABSTRACT

The fast development of telecommunications technology in the past few decades is changing many aspects of our lives – how we search for information, how we travel and not at least how we buy products or services. - Commerce or Electronic Commerce, deals with the buying and selling of goods and services, or the transmitting of funds or data, over an electronic platform, mainly the internet. These business transactions are categorised as follows:

- Business-to-Business (B2B), e.g. Alibaba.com, Amazonbusiness.com
- Business-to-Consumer (B2C), e.g. Snapdeal.com, Amazon.in, Flipkart.com
- Consumer-to-Consumer (C2C), e.g. eBay, Quikr
- Consumer-to-Business (C2B)

The e-commerce sector has seen unprecedented growth in 2015. The growth was driven by rapid technology adoption led by the increasing use of devices such as smartphones and tablets, and access to the internet through broadband, 3G, etc., which led to an increased online consumer base.

OPPORTUNITIES

- The Indian government’s ambitious Digital India project aims to offer a one-stop shop for government services that will have the mobile phone as the backbone of its delivery mechanism. The programme will give a strong boost to the e-commerce market as bringing the internet and broadband to remote corners of the country will give rise to an increase in trade and efficient warehousing and will also present a potentially huge market for goods to be sold.
- With mobile apps being developed by most e-commerce websites, smartphones are increasingly replacing PCs for online shopping and with 3G and 4G services making way into India along with declining data tariffs, spend on internet data is growing significantly, provide a means to e-Commerce companies to tap the huge market potential there.
- E-commerce is increasingly attracting customers from Tier 2 and 3 cities.
- Besides the conventional services there is a new trend of emerging e-Commerce aggregators who besides providing comparison of price and features across service providers, are also connecting buyers directly with sellers. Emerging Areas are online health (e.g. Healthkart.com), online laundry (eg. Laundrywala.in), online entertainment (eg. Netflix.com) etc.
Opportunities and Challenges in e-commerce and Digital Marketing

- **Introduction of GST** is expected to possibly eliminate, simplify and streamline multiple indirect tax regimes in India hence, e-Commerce companies will not have to struggle with the complex regulatory structure.

- **New concepts** such sales on weekends, holidays and festivals are attracting a lot of new customers and building customer loyalty among existing customers.

**Challenges**

- **Competition** from established e-commerce players is making it difficult for private label brands to generate traffic on their websites.

- The **customer acquisition costs** have been rising due to intense competition by the relatively better off companies with more funds.

- **Poor last-mile connectivity**, especially in remote areas with larger population, is another problem faced by Indian e-tailers.

- **CoD services** impose substantial financial cost. In India, unlike in developed markets, CoD continues to be a preferred route of payment.

- **Regulatory barriers** in the Indian e-commerce market are higher as compared to more mature markets.

- Small merchants are uncomfortable and **unfamiliar with technology** and need to be trained on the use of e-Commerce technology.

- There is an increasing **incidence of cyber thefts** and payment thefts in the industry today. Additionally, supply of fake, counterfeit products by the merchants on the platform are on a rise.

**Digital Marketing**

Digital marketing can be described as the marketing of products or services using digital channels to reach consumers. The key objective is to promote brands through various forms of digital media.

Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and any other form of digital media.

The Indian government’s Digital India project make it easier to reach to the public at remote locations and hence making advertisement of products and services by digital marketing a crucial part of marketing.
Since digital marketing is used by E-commerce majorly we can say that opportunities available to E-commerce is also a area of improvement for digital marketing.

Major challenge against digital marketing in India is **non-reach ability of Internet and Media** to the all people. Which is expected to overcome in coming years?

**CONCLUSION**

The e-commerce industry and digital marketing in India may currently be behind its counterparts in a number of developed countries and even some emerging markets. However it is expected to grow rapidly. Moreover, the Indian e-commerce industry has access to funds from within the country and international investors. Overall, the e-commerce sector is maturing and a number of serious players are entering the market.

In India the market share is divided amongst several ecommerce companies, each coming up with its own business model. As a result, customers have a wide range of products and services to choose from. In our view, there is humongous potential for e-commerce companies and digital marketing owing to the growing internet user base and advancements in technology.

**Emergence of E-Commerce for New Payment methods**

**DR RITU SAXENA**
INTRODUCTION

India had an internet user base of about 354 million as of June 2015 and is expected to cross 500 million in 2016. Despite being the second-largest user base in the world, only behind China (650 million, 48% of population), the penetration of e-commerce is low compared to markets like the United States (266 million, 84%), or France (54 M, 81%), but is growing at an unprecedented rate, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point. In 2015, the largest e-commerce companies in India were Flipkart, Snapdeal, Amazon India, and Paytm.

India's e-commerce market was worth about $3.9 billion in 2009, it went up to $12.6 billion in 2013. In 2013, the e-retail segment was worth US$2.3 billion. About 70% of India's e-commerce market is travel related. According to Google India, there were 35 million online shoppers in India in 2014 Q1 and is expected to cross 100 million mark by end of year 2016. CAGR vis-à-vis a global growth rate of 8–10%. Electronics and Apparel are the biggest categories in terms of sales.

According to a study conducted by the Internet and Mobile Association of India, the e-commerce sector is estimated to reach Rs. 211,005 crore by December 2016. The study also stated that online travel accounts for 61% of the e-commerce market. By 2020, India is expected to generate $100 billion online retail revenue out of which $35 billion will be through fashion e-commerce. Online apparel sales are set to grow four times in coming years. This article has been highlight the present tools of e-commerce and its benefits-

**Modes of Payments for Ecommerce in India:** The various forms of payment for e-commerce are given in the following paragraphs-

**Credit cards** – The easiest form of electronic money that is available and most widely used today. There are several million credits cards that are being used to make online payments in India. Many international sites and mobile commerce sites allow you to pre-store your credit card number securely so that you don’t have to key in the number each time. Currently, the largest user base in e-commerce uses credit cards for payments.

**Debit card** – The second largest e-commerce payment medium in India Debit Cards and Netbanking. Very often, for customers who want to stay within their spending capacity, paying for things online using a debit card proves to be a preferred choice. With the debit card, one can only pay for purchased goods with the money that already exists in the current or savings
accounts as opposed to the credit card where the amounts that the buyer spends are accumulated and have to be paid for as a bill at the end of the billing period.

**Cash on delivery** – CoD has emerged as one of the most sought after services for e-commerce entities and it is reported that in some cases as high as 50 per cent of orders are placed with various online retailers with this payment option, while the remaining opt for credit card or bank payments. In India, many customers tend to prefer CoD as the online payment modes are yet to catch up in many parts of the country.

**Net banking** – Another easy way to make payments for online transactions. It uses a similar method to the debit card of paying from money that exists in the user’s current or savings account but net banking does not require the user to have a card for the payment purposes. While completing the purchase the consumer needs to put in their net banking id and pin.

**Mobile Money** – Out of India’s 1.2 billion people, only a small percentage have bank accounts. Amongst that massive unbanked population, many hundreds of millions have mobile phones, and for them, mobile money is likely to be hugely beneficial. Even for smaller transactions, where credit cards are not accepted, it might be simpler to just hand over cash. But if you don’t have sufficient cash, then mobile money becomes useful. However, mobile money would be convenient to buy a movie ticket or pay your utility bills on your phone, where otherwise you might have to key in your entire credit card number, CVV number, etc, every time you make a payment.

**Reward Points** – Some other more indirect ways of online payments are rewards points. On certain things that are purchased by a person, a number of rewards points will be awarded which will get added to the buyer’s account. In the next transaction, the buyer can choose to pay for their next purchase using the accumulated rewards points, which will replace what they would otherwise be paying as money.

**Prepaid Cards** – this is a relatively new and fast growing payment method. Typically a consumer may buy or be gifted a prepaid card that can be used online. Usually this would be for a particular brand or for a retailer. Some online retailers have their own gift cards which are sold to their customers, who in turn may use it for themselves or as give them as gifts. Gift cards have their own authentication system and this may vary from issuer to issuer. Summary If you are a new online retail store or a brand planning to set up an online store, you should contact a reliable payment gateway partner to assist with getting your online store to accept various forms of payment as above.

**The Advantages**
1. Cost Effective

The entire financial transactions will eventually become electronic, so sooner conversion is going to be lower on cost. It makes every transaction through e-commerce payment a lot cheaper.

2. Higher Margin

E-commerce also enables us to move better with higher margin for more business safety. Higher margin also means business with more control as well as flexibility. You can also save time from the e-commerce.

3. Better Productivity

Productivity here means productivity for both companies and customers. People like to find answers online because it is faster and cheaper, and it costs a lot cheaper expense as well for the company.

4. Quick Comparison

E-commerce also enables you to compare price among several providers. In the end, it leads you to smart shopping. People can save more money while they shop.

5. Economy Benefit

E-commerce allows us to make transaction without any needs on stores, infrastructure investment, and other common things we find. Companies only need well built website and customer service.

The Disadvantages

1. Security

Customers need to be confident and trust the provider of payment method. Sometimes, we can be tricked. Examine on integrity and reputation of the web stores before you decide to buy.

2. Scalability of System

A company definitely needs a well developed website to support numbers of customers at a time. If your web destination is not well enough, you better forget it.

3. Integrity on Data and System

Customers need secure access all the time. In addition to it, protection to data is also essential. Unless the transaction can provide it, we should refuse for e-commerce.

4. Products People
People who prefer and focus on product will not buy online. They will want to feel, try, and sit on their new couch and bed.

5. Customer Service and Relation Problem

They sometimes forget how essential to build loyal relationship with customers. Without loyalty from customers, they will not survive the business.

The disadvantages are not impossible to avoid. If we have enough management on risks, we may really get a lot more advantages from e-commerce. The advantages are surely teasing, and we will enjoy such easy transaction these days. Enjoy more your internet browsing and enjoy more your e-commerce activities!

Conclusion

Keeping the above factor in mind, a new framework suitable for use in the developing countries is to be proposed, where costly in a great issue. In most of the developing countries, the e-commerce and electronic business are nascent stage mainly due to the costing. Moreover, the users of the developing countries are not that much technologically sound to understand, handle and believe the credit cards transaction often, hence, proposing a new framework based on all necessary requirement will not only be easy to incorporate but also cost effective.

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Opportunities and Challenges in e-commerce and Digital Marketing

An Overview on E-Commerce and Digital Marketing

Meenakshi Gaur

Abstract

We are living in 21st century with the population figures of more than 6.5 billion human being in almost 205 countries on the only living planet called “earth”. It’s very hard to connect with every person make record of everyone with traditional tools. Hence the need of the hour is a tool that make trade easier for both consumer and even the government self. hopefully e-commerce and digital marketing has the capability of doing so making the worded “a global village”.

Introduction

The fast and dramatic changes in information technology specially in last one decade has given new concept of marketing in which buyer and seller do not see each other face nor goods see the physically, the whole transaction is carried out with the help of online communication.

E-commerce is a way of conducting imaging and executing business transitions and service through electronic media and net-working in computers and communication network, website, e-malls are stored.

These are different way by which e-commerce deals with

1) Business to business –(B2B)-This implies selling by one business manufactures to others business manufacturers, trade wholesalers or retailer. In India most of the e-commerce is b2b. TELCO, IBM, CITIBANK, BHEL, ESSAR are doing their business through e-commerce.

2) Business to customers (b2c)-when business sells to customers or consumer it is called b2c and is most important from our point of view. ex purchasing of goods from Flip card Amazon etc.

3) Customer to customer (c2c)-Under this system when some consumer wants to dispose off or resale their old item they use e-commerce website like quirk etc. by which got introduction with another consumer.

4) Business to government (b2g) –under this activity businessman file income tax file, sale tax and wealth tax through electronic media. Its now –a-days more simple to collect the revenue by the government.
**Opportunities and Challenges in e-commerce and Digital Marketing**

Govt.to consumer: govt. provides different facilities to the public. Now everything is online, facilities like sale of document, passport form and so on.

**OPPORTUNITIES**

This world is full of opportunities .a great philosopher says “people love to buy but hate to be sold”.

The opportunities in e-commerce are.

1. starting new business : starting a new business is more easy .you don’t have to purchases or rent a shop anywhere but start it from home and send delivery of products after the payment is received .

2. e-commerce integration: if e-commerce expands then the colleges get the opportunities to start professional course in universities .through open and distance learning.

3. E-commerce and E-Insurance: selling and buying of insurance products and getting knowledge of it are easier.

4. Future media of e-commerce: in coming future mobile phone are the futures of e-commerce

**DIGITAL MARKETING:** Digital marketing is the very innovative and novel concept in the 21st century .the term digital −marketing has not any specific definition or meaning but it is an art of promoting yours brand or products through digital media like e-mails, online advt. RSS, video stream tax.etc. To the consumer as quick as possible.

Hence digital marketing are tools by which a trader or businessmen advertise their products to improve their sale .Here the consumer get more options so he the change of right is more against the traditional tools. With the help of digital marketing, campaign for promoting any product through internet has become very cost effective and convenient. We can categorize the tools of digital marketing in two parts Pull −digital marketing − it attracts consumers by blog marketing, advertising, and personal interactive television and smart advertisement on the web. Push digital marketing −it includes mobile marketing, text message, multimedia message, broadcasting of recent news [RSS]

CHALLENGES in e-commerce and digital marketing – E-commerce and digital marketing are two sides of a coin.where the work of digital marketing is to attract the consumer while the product or goods sales is maintained by E-commerce
Opportunities and Challenges in e-commerce and Digital Marketing

A) The measures challenge in the wealth of technology options in digital marketing is choosing the right solution for specific marketing goal and data needs. The expenses on advt. should be limited.

B) Over promising advertisement sometimes make fool the consumer.

C) Giving order to unauthorized or unreliable sources are also a measures challenges.

CONCLUSION

It is rightly said that technological development in every area is likely to cause drastic effect in every walk of life. The scientific and technological advancement, especially in the field of communication and information have created havoc thus opening new vistas for the human beings included the criminals. And it’s our duty to take preventive measures while using their e-commerce and digital marketing tools: After all the challenges no doubt that digital marketing and e-commerce has made our life more better and give more opportunities of income to people in the form of new conceptual business.

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E-Commerce – Challenges and Opportunities for Globalisation in India

Swati Bansal, Arvinder Singh

Research scholar, Deptt. Of A.B.S.T, University of Rajasthan, Jaipur.

Abstract- E-commerce retail has become the fastest growing trade sector and has outpaced every other trade and manufacturing sector. The web environment is quite different from that of the traditional brick and mortar businesses. The very nature of e-business necessitates the need for things to be viewed from a different perspective. In India E-commerce is spreading its wings as many corporate houses and govt. of India is quite keen in such marketing. The rapid spread of e-commerce has created tremendous opportunities for globalization and customer choice in India. Use of the global Internet computer network for E-commerce activities provides some advantages to the consumers on their daily life. Present paper highlights the role of E-commerce on economic growth and extends of trade through globalization in India.

Keywords- E-commerce, globalization.

INTRODUCTION

E-Commerce is the ability of a company to have a dynamic presence on the Internet which allowed the company to conduct its business electronically, in essence having an electronic shop. Products can be advertised, sold and paid for all electronically without the need for it to be processed by a human being. Due to the vastness of the internet advertising and the website can be exposed to hundreds of people around the world for almost nil cost and with information being able to be changed almost instantly the site can always be kept up to date with all the latest products to match with consumers demands. The biggest advantage of E-Commerce is the ability to provide secure shopping transactions via the internet and coupled with almost instant verification and validation of credit card transactions. This has caused E-Commerce sites to explode as they cost much less than a store front in a town and has the ability to serve many more customers. In the broad meaning electronic commerce (E-Commerce) is a means of conducting business using one of many electronic methods, usually involving telephones, computers (or both). E-Commerce is not about the technology itself, it is about doing business using the technology.

OBJECTIVE OF STUDY

The main objective of the study is to identify the ethical problems and issues related to e-commerce.
1. To highlights the advantages and disadvantages of E-Commerce.

2. To find out the role of E-Commerce in international trade and globalization.

3. To give a better understanding on how businesses and consumers can be safe from online threats.

**OPPORTUNITIES FOR E-COMMERCE**

1. **E-business:** E-commerce as anything that involves an online transaction. This can range from ordering online through online delivery of paid content, to financial transactions such as movement of money between bank accounts.

2. **Open and distance learning:** E-learning will become widely accepted because exposure to the Internet and e-learning often begins in the primary grades, thus making more students familiar and comfortable with online learning. In fact, for many countries, distance education has been the most viable solution for providing education to hundreds of thousands of students.

3. **E-commerce and E-insurance:** The recent growth of Internet infrastructure and introduction of economic reforms in the insurance sector have opened up the monopolistic Indian insurance market to competition from foreign alliances. Although the focus of e-commerce has been mainly on business to consumer (B2C) applications, the emphasis is now shifting towards business to business (B2B) applications. The insurance industry provides an appropriate model that combines both B2C and B2B applications.

4. **Economic issues raised by e-commerce for the WTO and developing countries:** Arvind Panagariya (2000) reported that access to e-commerce, which in the WTO parlance often means access to e-exports, has two components that must be distinguished sharply: access to internet services and access to services that can be traded electronically. The former deals with access to Internet infrastructure while the latter relates to specific commitments in electronically tradable services.

**IMPACT OF E-COMMERCE ON GLOBALIZATION**

E-commerce has altered the practice, timing and technology of business to business market, affecting everything from transportation patterns to consumer behavior. B2B e-commerce leads the way business to business electronic commerce accounts for the vast majority of total e-commerce sales and plays a leading role in global supply chain networks.

Today, the India’s government is working to achieve structural reforms in society under the key paradigms of liberalization and globalization. All organizations are making the best use of digitalization and use of the internet to achieve the desired goal. Computers and internet are now increasingly widely used to function as part of the business. Transactions conducted
through the internet will have enormous implications on the international competitiveness of India, giving rise to new and exciting opportunities in both domestic and international arena to industries and also the governments to be a part of the global economic system.

India is on the threshold of emerging as key player in global electronic commerce especially in terms of third largest reservoir of technical human resource. Internet users have frown phenomenally in the past 3years and there number is expected to touch the figure of more than 5 lakh by the end of this year.

CONCLUSION

Though e-commerce in India is in its formative stages of development, its extraordinary growth over the past years is a clear indication of its enormous potential for conducting business. These new opportunities, however, come accompanied with a large number of concerns and questions that need to be resolved. This article has discussed some of the challenges that face e-commerce consumers, organizations and policy makers in India along two dimensions—ethical and social. It outlines a number of managerial and policy implications that will have to be taken into consideration going forward.

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E- Marketing in India: Growth, Challenges and Opportunities

1 Dr. Saroj Lakhawat, 2Dr. Ram Prasad Bagari

1Assistant Professor, Govt. Engineering college Ajmer

2Lecturer in ABST, S.P.C. Govt. College Ajmer

ABSTRACT

Today, E-Marketing is one of the most emerging technologies in commerce sector. E-Marketing stands for electronic commerce, it deals in goods & services through the electronic media & internet. E-Marketing helps to find out the right customers to whom goods and services are to be sold. The present paper describes the present status and growth of e-marketing in India and also examines the challenges and opportunities in present Indian scenario.

Keywords: E-Marketing, electronic commerce, electronic media & internet, challenges, opportunities
E-COMMERCE: FACTORS INFLUENCING CONSUMER’S PURCHASE DECISION IN INDIA

Prof. (Dr.) Raju Agrawal

Director, S. S. Jain Subodh Management Institute, Mansarovar, Jaipur

Key words: E-commerce, Consumer Behavior, Internet Marketing, Online Shopping

INTRODUCTION

E-commerce is the buying and selling of the goods services online; internet is the best source to use this tool. Today the amount of trade that is conducted electronically using e-commerce has increased with a wide spread usage of internet and technology. Due to the rapid growth of the internet and its use as a channel for shopping, today’s consumers are able to shop from anywhere at any time with just a few clicks of their fingers.

In globalization era of industries, companies from one country link with companies and consumers across the boundary. The exchange of information about the product and services are much quicker in today’s business entitles than ever before. In the present time, internet has become most basic but important part of most of the activity conducted during daily process. Internet has made it so flexible and convenient for companies to approach consumers and vice versa around the clock 24*7.

E-commerce includes transferring of funds online, supply chain management, marketing over internet. In the business to consumer (B2C) e-commerce cycle activity, consumers use internet for many reasons and purpose such as: Searching for product features, prices or reviews, selecting products and services through Internet, placing the order, making payments or any other means which is then followed by delivery of the required products through internet. The invention of the internet has created a new pattern of the traditional way people shop. Customers are no longer tied to the opening hours or specific location; it may become active virtually at any time and any place to purchase products and services. The internet is relatively new medium for the communication and the exchange of information which has become present in our daily lives.

In spite of the tremendous growth in online sales, there is significant evidence revealing purchase abandonment (i.e., consumers search on retailer websites not leading to actual purchase behavior) of a vast number of consumers. Studies (Boston Consulting Group study, 2000) found that 28 percent of consumer’s purchase efforts “failed” when they could not find
the products they wanted, could not finish their transaction, or did not complete their purchases to their satisfaction. These statistics hint the importance of consumers online search experiences prior to their online purchasing behaviors.

Research Objectives

- What are the main factors, which concerns the on-line consumers to shop online on the Internet? & how these factors influence the consumers, when shopping online?
- How does the attitude impact online consumer behavior?
- Why is it that consumers delay or hesitate to make decision for shopping online?
- How do perceived Risks (Financial risks, product-risks and non-delivery risk) impact attitude toward online shopping?

Methodology

The purpose of this study is analyzing factors affecting online shopping behavior of consumers in India. This goal has been followed by examining the effect of perceived risks, service and infrastructural variables and return policy on attitude toward online shopping, impact of domain specific innovativeness, subjective norms perceived behavioral control and attitude toward online shopping on shopping behavior as the hypotheses of the study.

Independent variables in this study are Financial risks, Product risks, Convenience risks, Non-delivery risk, Infrastructural variables, Return policy, Attitude, Subjective norms and dependent variables are Attitude, Online shopping behavior.

The study was to examine the attitude of the 120 of the people to fill questionnaire on online shopping based on closed enabled question. Data was gathered through different population of Teachers & Students from different institutions and from the general public with different professions. Questionnaires were circulated among 80 teachers & students and 40 from the general public form India.

Summary of descriptive statistics

The data analysis is divided into two sections. The first section consists of descriptive that were used to study the demographic characteristics and the standard deviation of each variable. The second section consists of hypotheses testing. In order to test the study’s hypotheses, a series of regressions were used to analyze the relationship between the predictors (independent variables) and the dependent variables. The hypotheses and results are as follows:

Hypothesis 1: The risk of losing money and financial details will have negative effect on attitude toward online shopping.
Hypothesis 2: The product risk will have negative effect on attitude towards online shopping.

Hypothesis 3: Having a friendly website and good service to better help the customers for shopping, will have positive influence on attitude towards shopping online.

Hypothesis 4: Fear of non-delivery of order will have negative influence on attitude towards shopping online.

Hypothesis 5: After sales service, cyber laws and low shipping fees or free delivery will have positive influence on attitude towards online shopping.

Hypothesis 6: Convenient product return policy will have positive effect on online shopping behavior.

Hypothesis 7: Early adopter of technology and products will have positive effect on online shopping behavior.

Hypothesis 8: Family members, friends and peers online experience and suggestions will positively influence online buying behavior.

Hypothesis 9: Attitude of consumers towards online shopping significantly affects their online shopping behavior.

Hypothesis 10: Lack of facility to shop online will have negative effect on online shopping behavior.

**Conclusion**

In this study we examined some factors affecting on online shopping behavior of consumers. A conceptual model was used in order to assess the effects of variables on each other using regression analysis. Results of hypothesis testing indicated that financial risk and non-delivery risk has negative effect on attitude towards online shopping behavior. That is, e-retailers should make their website safer and assure customers for delivery of their products. Has positive attitude towards online shopping. Online shopping behavior of consumers indicates that considering attitude variables make a substantial contribution in online shopping. More people suggest e-buying to each other, the more this buying method will be popular among people. This makes necessary the use of word of mouth marketing for retailers. Domain specific innovativeness has positive effect on online shopping behavior. This means that marketing
specialists should target this society in their marketing strategy formulation for better effectiveness of their marketing program.

**Limitations**

Every research has limitations, Limitations of this study are:

1. As discussed before, there are many factors affecting on online shopping behavior. But in this study because of time constraints all factors influencing on online shopping behavior were not examined.

2. Because of using questionnaire as data gathering tools, the respondents may not answer the questions exactly according to what they think and behave.

3. In this research because of time and cost constraints factors affecting on online shopping behavior of consumers in India only were examined. It is obvious that is other countries people have different characteristics and behavior.

**References**


E-COMMERCE: ISSUES & CHALLENGES IN INDIAN INFORMATION TECHNOLOGY INDUSTRY

Kavita kumari, Manisha

Research scholar, Deptt. Of A.B.S.T., University of Rajasthan, Jaipur.
Research scholar, Deptt. Of E.A.F.M, Maharaja Ganga Singh University, Bikaner

ABSTRACT

Electronic commerce is burgeoning as a means of doing business at a very rapid rate and is also showing every sign of continuing to expand. Indian e-commerce has seen impressive growth in the last few years. The rise of this new medium is attracting increasing attention by both private and public sectors in order to remain upgraded and competitive so as to give 100 per cent services to their customers effectively and efficiently. The present study has been undertaken to describe the present status & the future growth of e-commerce in the information technology industry in India. Analyze the present trends of e-commerce in India & examine the challenges & opportunities of e-commerce in India.

Keywords: E-commerce, information technology industry

INTRODUCTION

E-commerce business is growing in India because of a wide range of product with a minimum price wide range of suppliers & customer’s internet. In this modern era every business units want to join online business because the increasing ratio of internet users in India. E-commerce stands for electronic commerce. It means dealing in goods & services through the electronic media & internet. In the present scenario e-commerce market & its space are increasing in demand as well as an impressive display or range of a particular type of services. E-commerce already appears in all areas of business, customer services, new product development & design. The Internet has created a new economic environment, the e-commerce marketplace, and it has become the virtual main street of the world. Providing a speedy and convenient way of exchanging goods and services both regionally and internationally, e-commerce has boomed. When using the Internet and E-Commerce is important to remember that there are many legal, moral and ethical issues to consider. Ethical, social, and political issues are closely linked.

E-COMMERCE IN INFORMATION TECHNOLOGY INDUSTRY IN INDIA

In India- commerce is just beginning, but its advantages are going to be realized soon. Whether the net impact of these developments will bring the desired result will depend on the capacity of the whole nation to prepare a domestic environment which encourages full participation in the
global information economy, the effectiveness in contributing to an international environment which makes necessary the use of internet as a tool to enhance communications, conduct commerce, and increase the value offered to the customers, the willingness, and also the capacity of the whole nation to act and respond quickly and purposefully in developing policy approaches on electronic commerce.

Electronic commerce is presently an essential ingredient of India’s trade facilitation policy. Since 1991, after the economic reforms explicitly took place in India as a result of the opening of the economy with a view to integrate itself with the worldwide economy, the need to facilitate international trade both through policy and procedure reforms has become the foundation stone of India’s trade and fiscal policies. The IT sector is growing at an annual rate of 30% across the board. Between 1985 and 1995, the growth rate of IT sector was almost 5 times faster than the world GDP growth. India has a large and well-diversified base of small and medium enterprises. The global electronic commerce provides our SMEs an opportunity to approach potential customers worldwide through a low cost alternative.

**OPPORTUNITIES FOR E-COMMERCE FOR BUSINESSES IN INDIA:**

There is a rising awareness among the businesses in India about the opportunities offered by e-commerce. The Ease of Internet access is the critical factor that will result in rapid adoption of Net commerce. E-commerce provides a new place for connecting with consumers and conducting transactions: E-business is one of the major factors in the globalization of business.

The introduction of e-commerce has offered following benefits to customers and to the nation:

1. E-commerce, reduced transaction and search costs,

2. It provides closer relationships with customers, increased profit and customer loyalty.

3. E-commerce also allows businesses to tailor goods and services to fit the needs of smaller, less affluent consumer bases such as those in developing countries.

4. Moreover, e-commerce provides the customer with more choices and customization options by better integrating the design and production processes with the delivery of products and services. The consumer also enjoys a wider choice of products and services at lower prices, as well as certain convenience.

5. Because of the interactive nature of e-commerce, an advantage for business produces an advantage for consumers and vice versa, thus contributing to the growth and development of this revolutionary means of exchange.
6. E-business has proved to be highly cost effective for business concerns as it cuts down the cost of marketing, processing, inventory management, customer care etc. It also reduces the load of infrastructure required for conducting business.

7. It rises living standards and a growing, upwardly mobile middle class with high disposable incomes.

8. Availability of much wider product range compared to what is available at brick and mortar retailers.

9. Lower prices compared to brick and mortar retail driven by disintermediation and reduced inventory and real estate costs.

**CONCLUSION**

E-commerce is changing the way of buying & selling of product & services in India. E-commerce creates new opportunities for business; it also creates new opportunities for education and academics. It appears that there is tremendous potential for providing e-business education. According to the Indian population their vast scope for e-commerce because currently in India only 19% people using internet for selling & buying goods & services so remaining percentage we can considered that we having scope in Indian Market. The future of e-commerce e in India would be bright in the upcoming years if all essential factors would be implemented, by establishing cyber & have their benefits as per people wish. The role of government is to provide a legal framework for e-commerce so that while domestic & international trade are allowed to expand their horizons, basic right such as privacy, intellectual property, prevention of fraud, consumer protection etc. are all taken care of. While many companies, organizations, and communities in India are beginning to take advantage of the potential of e-commerce, critical challenges remain to be overcome before e-commerce would become an asset for common people.

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Impact of E-Commerce on business

Ms. Pratibha Gupta

Research Scholar, ICG College Jaipur

ABSTRACT:

E-commerce is about much more than marketing or selling. It impacts significantly on all the functional areas of a business. The largest and most-successful e-commerce businesses have invested hugely over many years to develop their IT systems, business processes and capabilities. E-commerce is at the heart of their businesses. This is particularly the case for multi or omnichannel businesses. A key strategic challenge is for firms to integrate e-commerce across all the functional areas. In particular it is essential that operations (logistics and stock management) are closely aligned with marketing activities.

KEYWORDS: E-commerce, Omnichannel retailing, Dynamic pricing, Localisation, Mass customization

CONCEPTS:

Omnichannel retailing - A multichannel approach to distribution that aims to provide customers with a seamless experience which ever distribution channel they use to connect with the business.

Seasonal demand - A predictable, regular peak in demand. In many consumer markets, e-commerce demand is highly seasonal (particularly in the run-up to Christmas) which puts a premium on having strong operations (e.g. inventory control & delivery logistics).

Mass customization - Offering a wide range of choice to customers in terms of how a product is configured and delivered. E-commerce technology is increasingly making this possible across a wide range of products and services.

Localisation - Adapting the marketing mix to suit the tastes & preferences of a specific market (e.g. country). E-commerce makes is easier for firms to expand into international markets, but only if the marketing mix is appropriate.

Dynamic pricing - Where firms set flexible prices for products or services based on current market demands. Increasingly sophisticated e-commerce systems make much wider use of dynamic pricing, even if customers are unaware of this!

Long-tail - Refers to the large number of products that sell in small quantities, particularly online. Omnichannel retailers in particularly are able to make a much wider product range available now, potentially increasing both their physical store and digital channel sales.
Key Impacts of E-commerce on Marketing

- Marketing strategy of differentiation increasingly effective (easier to reach niche markets online)
- Product life cycles are shortened (note the link with technological disruption)
- Greater use of digital promotion (much easier now to track effectiveness of promotion)

Key Impacts of E-commerce on Human Resource Management

- Need for employees to have a broader range of digital skills (e.g. store staff trained to sell via other digital options)
- Workforce planning – to support highly seasonal demand (e.g. Amazon hire 000's of extra staff during peak periods)
- Concerns over the working conditions of staff working in e-commerce warehouses

Key Impacts of E-commerce on Operations

- Logistics behind large-scale e-commerce platforms are multifarious
- Places greater emphasis on close dealings with key suppliers
- It is now relatively easy for smaller firms to sell online; sophisticated e-commerce software (integrated with financial, marketing and other systems) is widely available

Key Impacts of E-commerce on Finance

- Noteworthy investment required to set-up e-commerce platforms and to integrate them with other systems.
- E-commerce likely to involve greater use of multi-currency transactions
- Impact of exchange rate changes more likely to be significant for businesses selling online (if they are using e-commerce to construct international sales)

CONCLUSION:

The Internet represents an efficient medium for communication with users. It serves the important role of attracting and retaining the users/customers and, in that way, managing the long-term customer relationships. Finally, it is important to encourage companies to use the Web as an interactive medium for establishing a connection with their customers. With the growth of the Internet and technology innovations, it is necessary to be up-to-date with such advances, in order to take advantage of the full potential that the Web offers.
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Performance analysis of IEEE 802.15 (PAN)

Budesh Kanwer

Research Scholar, Himalayan University

ABSTRACT:

IEEE 802.15 (PAN) is a protocol for Bluetooth wireless network. The major difference between Bluetooth wireless connectivity and the cellular radio architecture is that Bluetooth enables ad hoc networking. Using peer-to-peer connectivity, Bluetooth technology simplifies personal area wireless connections, enabling all digital devices to communicate spontaneously. There is very low energy consumption in Bluetooth network. In present Scenario Bluetooth technology is very much popular with number of advantages.

KEYWORDS: Cellular, Peer-to-Peer, Piconet, Scatternet, Adaptive Frequency

Introduction to IEEE 802.15 (PAN)

Bluetooth is wireless LAN technology design to connect devices of different functions such as telephones, notebooks, computers (desktop and laptop), cameras, printers, coffee makers etc. Bluetooth is an open standard specification for a radio frequency (RF)-based, short-range connectivity technology that promises to change the face of computing and wireless communication. It is designed to be an inexpensive, wireless networking system for all classes of portable devices, such as laptops, PDAs (personal digital assistants), and mobile phones. It also will enable wireless connections for desktop computers, making connections between monitors, printers, keyboards, and the CPU cable-free.

The idea of a cable-free, or wireless, technology was initially conceived by Ericsson in 1994, when the company began a study to investigate the feasibility of a low-power, low-cost radio interface between mobile phones and their accessories. The company’s goal was to eliminate the need for cables. The Bluetooth name was chosen for the wireless technology because its developers and promoters hope it will unite the mobile world, just as King Harald united his world. As the idea grew, a special interest group (SIG) was formed to create a standard for this technology. The original SIG, formed in 1998, consisted of five companies:

- Ericsson
- IBM
- Intel
- Nokia
- Toshiba

Bluetooth Components

A complete Bluetooth system will require these elements:

- An RF portion for receiving and transmitting data
- A module with a baseband microprocessor
• Memory
• An interface to the host device (such as a mobile phone)[4,5]

Bluetooth follows two types of networks: piconet and scatternet.

Where, Piconet: A small network and can have up to eight nodes, among them one of which is called master; the rest are called slaves. In order to communicate between master and slave, they can be one-to-one or one-to-many. The maximum numbers of slaves in a piconet can be seven.

Scatternet: Two or more piconet combined together to form a scatternet. A slave node in one piconet can be the master in another piconet. This node can receive messages from both the piconets and act as master/slave at the same time and they can communicate by means of multi-hopping as shown in fig 1.

![Fig 1- Master/slave Configuration for Piconet/Scatternet](image)

1. **Architecture**

Figure 2 shows the architecture of Bluetooth and The radio layer is somewhat similar to the physical layer of the Internet model. Bluetooth devices are low power and have range of 10 m. It uses a 2.4 GHz ISM band which are further divided into 79 channels of 1 MHz each. In order to avoid the interference from other devices and other network it uses frequency hopping spread...
spectrum method and it hops 1600 tps. The baseband layer works as the MAC layer in LANs. In order to access the given layer it uses the TDMA.[1, 2]

2. Energy Consumption

A special low-energy technology option offers maximized battery life by using 1/2 to 1/100 of the power used by standard Bluetooth devices, but the data transfer rate is slower, according to the technology website Bluetooth.[3]

3. Conclusion:

To further drive innovation and development with Bluetooth technology and continue its rapid membership growth, the Bluetooth SIG recently created five Bluetooth Ecosystem Teams (BETs), to focus on key markets including mobile phones, automobiles, health and fitness, CE/PC and smart energy. The simulation results show that Bluetooth performs very well in mixed data and real time traffic scenarios typical of such environments.

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Growth of E-Commerce in India

Varsha Tiwari Vyas
Lecturer, S.S. Jain Subodh P.G. (Autonomous) College

Introduction

India had an internet user base of about 354 million as of June 2015 and is expected to cross 500 million in 2016. Despite being the second largest user base in the world that is only behind China (650 million, 48% of total population), the penetration of e-commerce is low compared to markets like the US (266 million) or France (54 million), but is growing at an unprecedented rate, adding around 6 million new entrants every month.

In India, cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities. Demand for international consumer products is growing much faster than in-country supply from authorized distributors and e-commerce offerings. In 2015, the largest e-commerce companies in India were Flipkart, Snapdeal, Amazon India and Paytm.

Growth

India's e-commerce market was worth about $3.9 billion in 2009, it went up to $12.6 billion in 2013. In 2013, the e-retail segment was worth US$2.3 billion. About 70% of India's e-commerce market is travel related. According to Google India, there were 35 million online shoppers in India in 2014 Q1 and is expected to cross 100 million mark by end of year 2016. CAGR vis-à-vis a global growth rate of 8–10%. Electronics and Apparel are the biggest categories in terms of sales.

According to a study conducted by the Internet and Mobile Association of India, the e-commerce sector is expected to reach Rs. 211,005 crore by December 2016. The study also stated that online travel accounts for 61% of the e-commerce market.

By 2020, India is expected to generate $100 billion online retail revenue out of which $35 billion will be through fashion e-commerce. Online apparel sales are set to grow four times in coming years.

Key drivers in Indian e-commerce

- Large percentage of population subscribed to broadband internet burgeoning 3G internet users, and a recent introduction of 4G across the country.
- Explosive growth of Smartphone users, soon to be world's second largest smartphone userbase.
- Rising standards of living as result of fast decline in poverty rate.
Opportunities and Challenges in e-commerce and Digital Marketing

- Availability of much wider product range (including long tail and Direct Imports) compared to what is available at brick and mortar retailers.
- Competitive prices compared to brick and mortar retail driven by disintermediation and reduced inventory and real estate costs.
- Increased usage of online classified sites, with more consumer buying and selling second-hand goods.

India's retail market is estimated at $470 billion in 2011 and is expected to grow to $675 Billion by 2016 and $850 billion by 2020, – estimated CAGR of 10%. According to Forrester, the e-commerce market in India is set to grow the fastest within the Asia-Pacific Region at a CAGR of over 57% between 2012–16.

As per "India Goes Digital", a report by Avendus Capital, a leading Indian investment bank specializing in digital media and technology sector, the Indian e-commerce market is estimated at Rs 28,500 Crore ($6.3 billion) for the year 2011. Online travel constitutes a sizable portion (87%) of this market today. Online travel market in India is expected to grow at a rate of 22% over the next 4 years and reach Rs 54,800 crore ($12.2 billion) in size by 2015. Indian e-tailing industry is estimated at Rs 3,600 crore (US$800 million) in 2011 and estimated to grow to Rs 53,000 crore ($11.8 billion) in 2015.

Overall e-commerce market is expected to reach Rs 1, 07,800 crores (US$24 billion) by the year 2015 with both online travel and e-tailing contributing equally. Another big segment in e-commerce is mobile/DTH recharge with nearly 1 million transactions daily by operator websites.

New sector in e-commerce is online medicine. Companies like Reckwing-India, Buyonkart, and Healthkart are already selling complementary and alternative medicine whereas NetMed has started selling prescription medicine online after raising fund from GIC and Steadview capital citing there are no dedicated online pharmacy laws in India and it is permissible to sell prescription medicine online with a legitimate license.

Online sales of luxury products like jewelry also increased over the years. Most of the retail brands have also started entering into the market and they expect at least 20% sales through online in next 2–3 years.

Conclusion

On the basis of above study and the data provided therein it is evident that e commerce has emerged as a separate and a powerful sector in Indian economy. E commerce is expected to do really well in coming years in India.
E-COMMERCE TO M-COMMERCE

Dr. Supriya Agrawal
Associate Professor, S. S. Jain Subodh Management Institute, Jaipur

E-commerce offers new vista for buyers and sellers to trade goods and services easily and effectively in a networked economy. It enabled to do commerce at less cost and time, and increasing efficiency in comparison with the traditional method of commerce. (Anantha Charan Ojha 2008). Man has always been the species of surprise. He first made use of the benefits of barter system and salt cakes, tobacco and seashells were the early form of exchange. The dollar, rupee, and other paper currencies soon replaced them. Today is the age of digital money and online transaction, e-commerce is the business word of today and is gaining popularity because its includes access to a world-wide market place with millions of potential buyers and an equal number or more of products and services.

E-business is one of the most important results of using information technology in world trade. A more comprehensive definition of business is that it is the transformation of an organization’s processes to deliver additional customer value through the application of technology, philosophies and computer paradigm of the new economy. E-business technology generally refers to computer based technology that enables organizations to do business on the internet. Electronic commerce is defined as “the use of electronic transaction mediums (telecommunication) to engage in the exchange, including buying, and selling of products and services requiring transportation, physically or digitally, from location to location”.

Electronic applications enhance information flow between production and sales-force to improve the productivity of sales-force. Workgroup communications and electronic publishing of internal business information are likewise made more efficient. All these processes lead to cost reduction and revenue increase. E-commerce is the use of internet and the web to transact business or digitally enabled commercial transactions between and among organizations and individual. Digitally enabled transactions include all transactions mediated through digital technology; commercial transaction involves the exchange of value across organizational or individual boundaries in return for products and services.

M-commerce is a subsection of e-commerce that deals with electronic transaction using mobile communication equipments. Mobile e-commerce or simply ‘m-commerce’ refers to e-commerce transactions conducted through wireless, internet enabled devices such as cellular phones and Personal Digital Assistants (PDAS). Examples of m-commerce include mobile
banking, mobile stock trading and mobile ticketing. A broader definition involves business related communication among individuals and companies where financial transactions do not necessarily occur.

M-commerce is the mobile variant of e-commerce or a natural extension of e-commerce and it shares similarities with e-commerce, an m-commerce application can be B2B, B2C or any other classification available with e-commerce world. M-commerce although not fully mature, has the potential to make it more convenient for consumers to spend money and purchase goods and services. Since wireless devices travel with the consumer, the ability or perhaps temptation to purchase goods & services is always present. This is clearly a technique that can be used to raise revenue. Because of the special future of the m-commerce that is anytime and anywhere access and its booming popularity the corporate world has been forced to develop a new commerce platform that can reach to mass.

As m-commerce applications and wireless devices are evolving rapidly, there are a number of business opportunities and great challenges in bringing about viable and strong wireless technologies to meet both the basis requirements and advanced expectations of mobile users and providers. For the wide spread use and application of m-commerce, certain barriers like cost, speed (connectivity), usability, security privacy and health hazards consequent of mobile issues are complex and it requires careful planning, analysis design and implementation.

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E-Commerce: Opportunities and Challenges in Online Business

Grisha Agarwal

Student, MBA, Biyani Institute of Science and Management

ABSTRACT:
The past few years, the internet and E-commerce business activities have become one of the fastest growing technologies that play a significant role in the daily life of human being. Today, E- marketing is one of the most emerging technologies in IT and E-Commerce sector. E-marketing is also referred as Internet marketing (IM), online marketing or web-marketing, using the internet to market and sell goods and services. E-Marketing helps to find out the right audience to whom goods and services are to be provided by the business organizations. It consists of all processes and activities with the purposes of attracting, finding, winning and retaining customers. The scope of E- Marketing is deemed to be broad; it does not only use to promote marketing over the internet but also helps in marketing through e-mail and wireless media. E-commerce has literally revolutionized the traditional business model making ‘Internet’ one of the core medium for conducting actual business or business related activities for small, medium or large size companies. It has completely changed the way and has exposed them to new domains which were initially not in their reach. The purpose of study is to explain opportunities and challenges for E-Commerce in India in future.

Keywords: Internet Marketing, E-Commerce, Retaining customers.
Mobile E-commerce: “Challenges for development”

Samriddhi Soni

Student, MBA, Biyani Institute of Science and Management

ABSTRACT-

Mobile ecommerce have brought convenience and contributed in raising the living standard of the users. The motive behind writing this abstract is to accumulate a number of probable issues in Mobile E-commerce. The potential users can investigate or they may speculate. The key areas for the development of Mobile E-commerce are-

1. Various kinds of mobile client devices.
2. Control of personalization of data presented by mobile client.
3. Various designs of user interface for mobile devices.
4. Creation of Resident software for mobile devices.
5. Designing of ample of applications for use on different mobile devices.
6. Acceptance of protocols in communications through mobile device.

KEY WORDS- E-Commerce, resident software, mobile clients
Throwing light on E-Commerce & the era of Digital Marketing from a different sphere

Umang Maheshwari
Student, Second Year (B.C.A Computer Science)
University of Rajasthan, Maharishi Arvind College (Ambabari, Jaipur)

ABSTRACT

From a needle to latest fashion clothes, and from a battery to highest end of gadgets, from a Cycle to Car to a Jet - Literally, everything is available on a click. Clearly, E-Commerce is not just an industry - It's a revolution. And without realising we are so involved and used to it in today’s world that most of us don’t know about what exactly is E-Commerce is evolving into in the near future.

Going hand in hand, Marketing has adopted a new form for itself - ‘Digital Marketing’. Its getting common enough to see the designation ‘Manager’ changing to ‘Digital Marketing Expert’ on reputed positions.

This research article will throw light on some of the most unknown facts and insights about E-Commerce and the aspects of Digital Marketing and how crucial is the role of Digital Marketing in the Digital World of 21st Century.

KEYWORDS: E-COMMERCE, DIGITAL MARKETING, ONLINE SHOPPING, INTERNET MARKETING

INTRODUCTION

‘E-Commerce’ is not a new age term. While many think E-Commerce is just doing trade over the Internet, E-Commerce has wide branches and it’s roots don’t owe their origin to Internet but in other forms of Electronic Communication and Exchanges. Electronic Fund & Data Exchange predates the advent of the term E-Commerce. Every old fashion needs a new name, and with the invention of Internet, it was a bold yet anticipated move to bring the commerce on a Network where whole world is connected together. The protocols used for communication between the business houses were point-to-point before Internet and E-Commerce came into existence. But the recent advances accomplished in E-commerce allows for a one-to-many or many-to-many approach and thus help to expand greatly any single business to any number of
businesses throughout the world without actually having to even go out of your office. It is far beyond our imagination the scope and inter-connectivity that E-Commerce is catering to us.

**IT BEGAN BEFORE WE THOUGHT**

In 1971 ARPANET (The Advanced Research Projects Agency Network) used to arrange a cannabis sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology. This was later described as “The Seminal Act Of E-Commerce” by John Markoff in his book [1]. In 1981, Thomson Holidays UK became the first business-to-business online shopping system to be installed [2]. So we can see that its not our generation who has invented it, rather we are the the ones who have inherited it. Only a new name is given by us, ‘E-Commerce’ but it actually began way back in the 70s. Later, between the 1990s-2000, the revolution took a big leap which is remarkable from the fact the eBay, Amazon, Ali Baba came into existence in this period and then the graph has only been increasing every year.

**THEN & NOW: WE’VE COME A LONG WAY**

When incepted, E-Commerce had a very limited reach and scope. But today, every transaction is somewhere related to E-Commerce or it involves E-Commerce. Right from our home when we call a Uber Cab, to the moment we reach and shop at a shopping mall using our Bank Card - everything involves E-Commerce. Our Banking, Our Taxation, Our Payments everything is getting under the shade of Digital form. We live in a world where we buy and book online, as well as we sell and list online. Not only products, but entire service sector industries are offering there services globally through the help of E-Commerce. There are more than 12 Million E-Commerce channels around the world, and Global E-Commerce accounts for more than $ 1.6 Trillion which is a 20% growth when compared to 2014 [3].

**INDIA VS REST OF THE WORLD**

IndiaMart (B2B) was the first marketplace of E-Commerce established in India in 1996 (source: WikiPedia). Alone India’s E-Commerce market is expected to cross a whopping mark of $ 38 Billion, while it was just $ 3.8 Billion in 2009 [4]. We have seen a tremendous growth of 900% in a span of just 7 years, huge enough to compete with any other industry or market.

**CHALLENGES**
Whenever an opportunity and growth knocks, it brings along various unthought challenges too with it. Global E-Commerce market faces different challenges. While their challenges are related to expansion and technicalities generally, the problems being faced by the Indian E-Commerce industry is really different. We already know about many challenges, but here I would enlist a few that many of you might have not noticed.

**Investments and FDI**

There in 100% FDI allowed by Government in E-Commerce, most of our industry giants related to E-Commerce are majorly owned by foreign investors and capitalists. The industry is creating numerous opportunities one hand for the human resource of India, but on the other it is to be noted that the companies are owned by Foreign Investors only.

**Market & Consumer Reach**

To access and be a part of E-Commerce industry, one basic requirement is connectivity. Note more than 35% network penetration is achieved in all these years. Though our Govt in association with various agencies are working to connect entire India and penetrate reach to rural areas as well, but there is a long way to go. [6]

**Frauds & Consumer Awareness**

This is third and the biggest challenge. Right from online retail shopping to business transactions, there are more than 100,000 reporting of Fraud in E-Commerce Sector of India. 98% of which are not taken action upon because there is already too much workload on local agencies and there are very limited dedicated Cyber Cells. Also the Cyber Cells don’t accept the reporting in the first go if the amount involved in less than 5 Lac INR. That’s where the whole E-Commerce system is lagging and people do have to take a risk if they involve in E-Commerce. Also to be said, both thy buyers and the sellers have risk here.

**THE ROLE OF DIGITAL MARKETING & WHAT IT MEANS**

Digital Marketing and sometimes also referred to as Internet Marketing is a broad term. It basically means to use the various means of Digital World to promote yourself or your business. It’s scope is not only limited to promotion over internet ads, but also E-Mails, Phone Class, Messages and most importantly Social Media. It is a very new field, with not many experts. It’s a play ground and every product and marketing manager tries his or her new ways to involve people digitally and increase his/her brand awareness about the product.
Opportunities and Challenges in e-commerce and Digital Marketing

On the other hand, being said that there are not many experts - this field has got a huge scope. Everybody buys what they saw or what they have heard of, and it has become essential for big companies to hire people who have sufficient experience in this field to help out reach a broader mass.

Most of the E-Commerce Industry uses Digital Marketing to promote themselves, be it via advertisements or be it via cold emails, or via Social Marketing. While Social Marketing is the most essential part of it, but there are other roles too. To see a Digital Marketing expert in almost every company today is a common thing.

CONCLUSION

The prime motive of writing this paper was to throw light on various un-noticed aspects of Marketing and E-Commerce. Dozens of research papers by highly intelligent people have already been published, but I tried to bring up-front certain issues and to remove the misconceptions of people regarding E-Commerce.

Having said that, we see that there is a very great scope of E-Commerce and the future is calling us. The time is not far when 90% of our transactions and business will be a part of E-Commerce. Also, it is contributing a lot in saving the environment via digitisation of documents, bills and vouchers.

We’ve come a very short way, and we’ve a long way to go. But to make it a success the companies need to work out on the challenges first. The same goes for Digital Marketing, and in the near future we can expect tons of Jobs coming for the post of Digital Marketing Experts in various organisations.

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