

Emerging trends of e-commerce

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E-commerce, information technology, business model, online retail

Abstract

Electronic commerce or business is more than just another way to sustain or enhance existing business practices. Rather, e-commerce is a paradigm shift. It is a "disruptive" innovation that is radically changing the traditional way of doing business. Ecommerce is showing tremendous business growth in our country. Ecommerce has helped online travel industry in many ways and added a new sales avenue through online retail industry in our country. The present study has been undertaken to describe the present status and facilitators of E-Commerce in India, analyze the present trends of E-Commerce in India and examine the barriers of E-Commerce in India. The growing penetration of technology facilitators such as Internet connections, broadband and third generation services, coupled with increasing acceptance of the idea of virtual shopping, is set to drive e-commerce eco-system. The e-commerce in India would surely witness a new world of digitalization in coming decade, with a host of start-ups emerging to compete with existing players in order to draw benefits from the new and existing markets. The advent of this new technology has brought with it a whole new industry, language and potential new ways in which society, government and business will and are beginning to operate. While multi-national businesses and the Government are encouraging the E-economy and on-line public service delivery important questions relating to access in the new digital age need to be addressed. So far there has only been limited research into the social implications of the new information and communication technologies.
