

# Chapter - 05

## E-COMMERCE IMPACT ON INTERNATIONAL BUSINESS

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## **ABSTRACT**

### **E-Commerce**

*In today's date everyone is stick with the ecommerce platform for any scale of transaction to purchase of different – different product.*

*The human being has become too busy in his work and, So, in these circumstances, online purchases have become an increasingly integral part of our society, exceeding \$ 200 billion in sales only in 2010.*

### **Benefits**

*Helped in faster buying process*

*Better in managing with cost efficient*

*Better utilizing of the resources*

*Affordable advertising and marketing*

*Wider reach and better options for the consumers*

### **Traditional methods**

- **B2B**      *Business to Business*
- **B2C**      *Business to Consumer*
- **C2B**      *Consumer to Business*
- **C2C**      *Consumer to Consumer*

## **INTRODUCTION**

E-commerce in other words electronic commerce , an online platform where seller and the buyers comes together and exchange /sell purchase of goods & services according to the need and demand of each other is said to be ecommerce, it is a platform which can be accessed by any person by being on any place around any corner of the world , it can be accessed easily just within the few swags of the finger or on internet friendly operator .

### **Literature Review**

In 20's ecommerce plays a vital role in any organization success to make organization successful and beneficial. As a consequence, intensive research works

within the area of e-Commerce implementation from a various range of views and findings are studied by many researchers.

## **ADVANTAGES OF ECOMMERCE**

**Faster buying process:** It helps the consumer to get the products & services easily and faster on demand.

**Cost Reduction:** It costs low on the vendor s point of deem physical store needs far more maintenance and price so by putting the business on ecommerce it decreases the value on the behalf of seller or producer.

**Affordable Advertising and Marketing:** Sellers don't need to spend tons of cash to market their items. The planet of ecommerce has several affordable, quick ways to plug online.

**Product and Price Comparison:** Due to ecommerce platform buyers can easily locate and compare the price of the same product by themself using the online available tools, it saves their time and money and even benefits them on better planning and investing skills.

**Wider reach:** A seller with the physical store have limited reach only the daily and therefore the local or the customer know or conversant in the brand can pay a visit.

## **Disadvantages of Ecommerce**

**Security Problem:** Online portals are within the news tons due to hacks by cybercriminals and hackers.

**Site Crash:** E-commerce is fully hooked in to internet connection. a serious disadvantage of e-commerce is putting a stop to purchasing capabilities due to a site crash.

**Late Delivery:** Late delivery is one of the common disadvantages of e-commerce platforms.

**Lack of Privacy:** Due to rising no. Of cyber frauds its been difficult sometimes for the consumer to believe on the ecommerce platforms.

## **Research Objective**

The main purpose of this research paper to catch the eyes of the people and make them knew that in the today's world everybody is dealing and stuck with the ecommerce facilities there's no escape to this either you are a new bee or a regular one , either you know how to use it or not , it also defines the ecommerce which is having to

reach maximum customers at the right time to increase sales and profitability of the business. Functions of e-commerce include buying and selling goods, transmitting funds or data over the internet.

## **RESEARCH METHODOLOGY**

Developing ecommerce focusing on its clients they do so to E-Commerce strategy methodology will require constant refinement to incorporate new experiences and to keep pace with change.

**They plan accordingly like:**

- Scoping & Planning
- Conceptual Design and Research
- Development Methodology
- Implementation of Methodology
- Revision of Methodology

## **DATA ANALYSIS / FINDINGS AND DISCUSSIONS**

Ecommerce data provides information collected from the ecommerce industry - online retail sites - about products, pricing, sales performance, and customers. Companies with an online retail presence use the data to gain insights into customer behavior and improve their experience.

**Types of data they use:**

- Ecommerce Product Data
- Ecommerce Store Data
- Ecommerce Sales Data
- Ecommerce Customer Data

## **CONCLUSION**

This article concludes following results. Internet will promote international trade very much like lifting other trade barriers would. Thus, the quantity of international trade will increase via e-commerce. The countries hospitable imports from high-income economies will enjoy knowledge spillovers. E-commerce also can have a

big impact on trade services. In addition, electronic commerce is additionally expected to directly and indirectly create new jobs also as cause job losses.

### **Recommendations & Suggestions**

**From my point of view I would suggest ecommerce to for improving the sales they need to focus much on few particulars:**

- Building Brand Awareness
- Marketing over email marketing
- Being in touch with the consumers and the visitors
- Keeping the track of the people who visits

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