



PECUNIARY EXPANSION AND ELECTRONIC COMMERCE

DR. K. N. SHEWALE
HOD, DEPT. OF COMMERCE
SHRI SHIVAJI COLLEGE, CHIKHLI

Abstract:

E-commerce is the activity of buying or selling of product on online services or over the internet. E-commerce can be a substitute for brick-and-mortar stores, though some businesses choose to maintain both. Almost anything can be purchased through e-commerce today. Electronic commerce draws on technologies such as mobile commerce, electronic fund transfer, supply chain management, internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems and automated data collection system. “ E-Commerce is the process by which business and consumers buy sell goods and services through on electronic medium” . E-Commerce is one such activity that has generated new dimension in economic growth and that has a potential to add a higher value to business and consumer. In view of the fact that the emergence of e-commerce is the most important development since the industrial revolution this study examines the role of e-commerce as the most important factor. That will revolutionize economic growth. This paper illustrates about all the possible aspects of financial development of e-commerce.

Keywords: *Electronic commerce, financial or pecuniary growth, expansion, development*

INTRODUCTION:-

At present scenario, there is no denying the fact that e-commerce has re-entered India and is here to stay. Even the small and medium retailer of the Country want to write the wave and ready to make a fortune out of the market place concept. If may be now that online shopping has become popular but concept of e-commerce was introduce long back in the 20th century.

- 1991 – Introduction of E-commerce
- 2002 – IRCTC Teachers India to book ticket online
- 2003 – Introduction of low cost airlines with air Deccan
- 2007 – The deep discounted model of Flip kart.



Growth of E-Commerce in India:-

Electronic Commerce started in India in the year with the introduction of B2B portal in 1996. Now e-commerce is all set to become one of the successful medium for business transactions. India's e-commerce market grew at a staggering 88% in 2013 and \$ 16 billion India's e-commerce market was about \$ 2.5 billion in 2009, it went up to \$ 6.3 billion in 2011 and to \$ 16 billion in 2013 and is expected to grow huge \$ 56 billion by 2013 that would be 6.5% of the total retail market.

Between 2000 and 2005 - the first wave of e-commerce in India was characterized by a small online shopping user base.

Between 2005 and 2010 - there were basically two major transitions that took place that added to the built of e-commerce story in India.

- 1) Online travels
- 2) Online retailers

2010 onwards group buying - starting in 2010, the group of buying and daily deals models became a sought after space for entrepreneurs in India, emulating the global trend group buying sites have seen a significant rise in the number of unique visitors and membership.

Present Scenario:-

E-commerce (electronic commerce) is the activity of electronically buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. E-commerce is in turn driven by the technological advances of the semiconductor industry, and is the largest sector of the electronics industry. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electronic markets, and online auctions. E-commerce is supported by electronic business. E-commerce businesses may also employ some or all of the followings:

- Online shopping for retail sales direct to consumers via Web sites and mobile apps, and conversational commerce via live chat, chat bots, and voice assistants
- Providing or participating in online marketplaces, which process third-party business-to-consumer (B2C) or consumer-to-consumer (C2C) sales Business-to-business (B2B) buying and selling;
- Gathering and using demographic data through web contacts and social media



- Business-to-business (B2B) electronic data interchange
- Marketing to prospective and established customers by e-mail or fax
- Engaging in retail for launching new products and services
- Online financial exchanges for currency exchanges or trading purposes.

Type of E-commerce:-

1. B2B E-commerce (Business to business)
2. B2C E-commerce (Business to customer)
3. C2C E-commerce (Customer to customer)
4. C2B E-commerce (Customer to business)

E-Commerce in the New Economy:-

The internet is the instrument of communication and sources of information that experienced the most important growth in the entire history of civilization and it can be the instrument with the quickest spreading of all the times. Today's digital revolution involving the internet and World Wide use of website has at the stage for e-commerce. The coverage of the international economy through ICT, internet and e-commerce becomes as important transformation as the industrial revolutions. Essentially this new economy. This continues to change the World Economic Environment and to recomposes its organization structure. The new economy change the condition in which many people live and work. In short, economy has its basis the existence of the internet and as it mean of representation and application the information and communication technology (ICT).

E-Commerce and economic development:-

E-commerce has a tremendous growth potential and also generated economic growth. In order to realized its full potential to bring about structure change needs for economy development. E-commerce provides an environmental in which new activity can fruitfully we developed. E-commerce is going to be the driving force of economic development. Six main instrument of e-commerce have been recognized by WTO. These are telephone fax, TV, electronic payment and money transfer system to an open. The internet provide access 24 hours a day 7 days a week any time any were. E-commerce is one such activity that had generated new dimension in the economic growth and has help many country to attained a higher level of development in recent year there by creating and investment climate conducive for further economic development. Economic development involve the creation of novels economic activities, new productive sector emerge and change the structure and organization of the old activities drastically.

In analyzing the effect of e-commerce an economic development (ICT) seems to have different effect on productivity and growth. Capital goods investment in ICT contributes to overall capital depending an there for helping in increasing labor productivity rapid technological



progress in the production of ICT goods and services. Economic development is the growth of the standard of living of a nation's people from a low-income (poor) economy to a high-income (rich) economy. When the local quality of life is improved, there is more economic development. When social scientists study economic development, they look at a lot of things. There are five stages in Rostow's Stages of Development: traditional society, preconditions to takeoff, takeoff, drive to maturity, and age of high mass consumption. Economic development' is a term that practitioners, economists, politicians, and others have used frequently in the 20th century. The concept, however, has been in existence in the West for centuries. Modernization, Westernisation, and especially Industrialisation are other terms people have used while discussing economic development. Economic development has a direct relationship with the environment. Though the concept's origin is uncertain, some scholars argue that development is closely bound up with the evolution of capitalism and the demise of feudalism. Others link it to the postcolonial state. Mansell and Wehn also state that economic development has been understood by non-practitioners since the World War II to involve economic growth, namely the increases in per capita income, and (if currently absent) the attainment of a standard of living equivalent to that of industrialized countries. Economic development can also be considered as a static theory that documents the state of an economy at a certain time. According to Schumpeter and Backhaus (2003), the changes in this equilibrium state to document in economic theory can only be caused by intervening factors coming from the outside.

Conclusion:-

The gains related the productiveness and efficiency generated by the e-commerce on the economic ensemble are so promising. The potential that e-commerce has in productivity and competitiveness terms is so significant that any delay in ensuring the technological an infrastructure premises necessary shredding on larger scale attract the risk of the depending of digital difference between countries.

References:-

- 1) E-commerce : Scope and challenge in India – N. Shrivastav & S. Singh
- 2) A Network Marketing Millionaire : Deepak Bajaj
- 3) Internet Marketing Strategy : Dave
- 4) Introduction to E-commerce
- 5) Internet Marketing and E-commerce : Kalyanam, Kirthi.
- 6) Wikibooks.org
- 7) Researchgate.net
- 8) E-commerce & E-business.com