
Employment Opportunity In E-Commerce The Greatest Technological Revolution Of Indore City

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I. INTRODUCTION

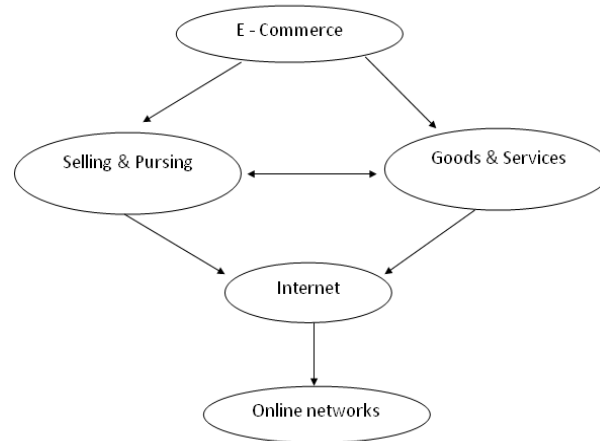
E-commerce has completely changed the way of business in global market .E-commerce is the latest theory to succeed and sustain in this competitive era. E-commerce has brought new opportunities in all traditional and budding business and facilitated consumers to its best. E-commerce is providing comfortable and smooth business among different countries of the world.

The procedure of purchasing the commodity through e commerce easier than the traditional purchasing it saves the time and other resources of the consumers. Satisfaction of the consumers is the first priority and by providing facility to the door of consumer is the best example of e commerce .e commerce has brought drastic change in global market.

Banking is the base of all business in global market and E-commerce is providing the best facilities to organization and individuals for better and fast transaction anytime and anywhere in four corners of the world.

Thus E-commerce is an important approach of business which provides employment opportunity at various levels like firm level, market level, at banks, in media at stock market and also at networking and security levels.

E-commerce also saves transportation cost by making online orders. Ecommerce also helps traders by making virtual office and decreasing operating expenses.



II. RESEARCH METHODOLOGY

Sound research methodology is fundamental to success of any formal research project. A Research methodology is a framework or plan for a different study that Guides the accumulated and analysis of the data.

In sampling method few units of Population are taken under consideration for Analysis rather than each and every unit.

It is a blueprint that followed in completing the study. It may worthwhile is more that a frame work for the study so that

(a) The study will be relevant to the problems.

(b) The study will employ economical procedures we have to look at sources of data which help in yielding the desired result. Before proceed here we see the source of data collection. Primary data – primary data are data gathered by researcher a fresh for studying his/her problem. The primary data are special gathered for a specific research project. Primary data may pertain to demographic. The different means of obtain primary data are-

- Interview
- Questionnaire
- Word association
- Sentence completion
- Story telling
- Telephone survey
- Mail survey
- Observation

For many study I collect data by questionnaire personal interview observation and telephone

III. FUNCTIONAL LEGAL ASPECTS

A heart of an E-commerce transaction is the intention indeed the critical need, to form a legally binding agreement among the transacting parties. The law governs the validity and enforceability of a contract

depends upon the choice of law rules of the functional equivalence in which an agreement formation is formally disputed.

Once a valid agreement has been reached it is duty of all parties to the contract to fulfill their obligation termed as “Performance.”

Performance in commerce involves E-media, especially in the payment process or where the contract is for the provision of on time services such as access to information or downloading of software.

Advance swot analysis of E-commerce

| Strengths | Weaknesses |
|---|--|
| • Big Bazar | • Fake transaction |
| • Save the time | • Fake websites |
| • Goods comparison | • Fraudulent |
| • Price comparison | discounts and haggling |
| • No communication gap between consumer and buyer | • Excess timing of delivery |
| • better customer satisfaction | • Not sure about quality and durability |
| • Flexible target market segmentation | • Boundation of product and required space |
| • Lower transaction cost | • Lack of personal services |
| Availability of products in an easy way | • shipping cost |
| • Smooth buying procedure | • advertisement cost |
| • No physical company set up | • Customer satisfaction |
| • Easy transaction. | |
| • Puche product | |
| • Low operating cost | |

| Opportunities | Threats |
|---------------------------------|--|
| • Changing scenario | • Competitors |
| • updated technologies | • Change in ambience rules and regulations |
| • Global expansion | • New creation |
| • All time availability (24 /7) | • Privacy concerns |
| • Global business growth | • Fraud |
| Big area to do marketing | • Risk |
| • Advertising | • |

IV. OPPORTUNITY IN E-COMMERCE

1. **Education-** Education is in a state of flux, with in this changing environment, five characteristics are especially pertinent to E-commerce applications.
2. **Advertising-** In the professional advertisement sector internet advertising in becoming popular day by day. In internet advertising new concept are take, different from Traditional methods.
3. **Electronic payment system-** Electronic payment methods, which are analogues to existing Traditional payment systems are appropriate for business, consumer and business to business transaction. So that we says that "E-payment" could unleash extra liquidity in financial system.
4. **Banking-** We would use bank for two broad types of activities put or take out our money and to track and manage our money. Banking alloues consumers to avoid long terms lines and give them the flexibility of doing and give them the flexibility of doing their banking at any time. Through if they can purchase Airline tickets invest in various investment and can pay their bills.
5. **Online purchasing-** Online purchasing in the technology infrastructure for the exchange of data and the purchase of a product over the internet.
6. **Digital Library-** An information definition of a digital library is a managed collection of information with associated services, where the information is stored in digital formats and accessible over a network.
7. **Online shopping-** Whether you are looking for hard to find item, need something to be delivered to a friend on the other side of the world or are seeking the perfect birthday present, on line shopping lets you find what you are looking for with the click of your mouse.

a.

CONCLUSION

E- Commerce is a nuptial tie between a rapidly evolving technical environment and increasingly creative ideas in market so that it will function properly. Although, Markets involve complex interaction among specific organizational factors, social, economic and political factors. The inherent link between security and legal efficacy is not yet entirely appreciated the security of electronic communication and Records is not only a business need , but also a legal requirement, E-commerce is providing greater efficiency and opportunity in global market.

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