



E-BUSINESS: PRESSING NEED OF THE HOUR

DR. V. T. PATE

Assistant Professor in Commerce,
Arts, Commerce & Science College, Narayangaon,
Taluka: Junnar, District: Pune, Maharashtra, India.
Savitribai Phule Pune University, Pune.

***ABSTRACT** - This is a research paper presenting the current E-Business situation in India. 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. In recent time the information about the organization, products, services, features are available online. The information and price transparency allow business organizations to expand their business globally and that factors are ascertained is the main motive of this research paper. E-business enables instant flow of communication regarding goods, services, transmission of orders and the status of delivery. In modern world, the services of the organization are available 24 hours a day and 365 days a year. E-business helps to deliver just in time information and removes communication barriers between employees, customers, suppliers and business associates.*

***KEYWORDS** – Electronic Business, Electronic Marketing, Electronic Commerce, Information Technology, Goods and Services etc.*

INTRODUCTION

This research paper is focuses on the need and importance of e-Business in the modern world. The researcher also studies the tools, growth and benefits of e-Business in Digital Economy. In recent time the information about the organization, products, services, features are available online. The information and price transparency allow business

organizations to expand their business globally and that factors are ascertained is the main motive of this research paper. E-business enables instant flow of communication regarding goods, services, transmission of orders and the status of delivery. E-business is an increasingly important topic for all companies. However, business and IT lack a common language necessary to discuss, analyze, and design opportunities that allow enterprises to take advantage of the digitalization of business. Modern businesses use technology to create new value in business models, customer experiences and the internal capabilities that support its core operations. The term includes both digital-only brands and traditional players that are transforming their businesses with digital technologies.

E-business provides cost and transaction efficiency and helps business organization to enjoy economies of scale. Today, online presence along with physical presence is required for business organizations. Companies that have been conservative in the use of computers are rushing to have their presence in the internet world. E-business generates revenues and increases the productivity of the country. Commerce constitutes the exchange of products and services between businesses, groups and individuals and hence can be seen as one of the essential activities of any business. Hence, electronic commerce or e-Commerce focuses on the use of ICT to enable the external activities and relationships of the business with individuals, groups and other businesses.

E-business involves business processes spanning the entire value chain: electronic purchasing and supply chain management, processing orders electronically, handling customer service, and cooperating with business partners. Special technical standards for e-business facilitate the exchange of data between companies. E-business software solutions allow the integration of intra and inter firm business processes. E-business can be conducted using the web, the internet, intranets, extranets, or some combination of these.

OBJECTIVES OF THE RESEARCH STUDY

The said research study was carried out with following objectives in view:-

1. To study the current position of e-Business in India.
2. To study the growth and benefits of e-Business in modern world.
3. To study the factors stressing the need for e-Business.

RESEARCH METHODOLOGY

This research paper studied only secondary source of data of various references related to e-Business. Basically, the secondary data is collected from various reference books related to e-Business, e-Commerce, e-Marketing etc. For the said research study secondary data is also collected from the National and International Research Journals which are related to Commerce, Management, Banking, Marketing etc. For the present research study the data pertaining to the above objectives was collected and reviewed the literature on the topic concerned. The literature was thus collected by visiting various libraries. Some Government offices were also visited for getting office record and statistical data. The secondary data is also collected from various websites.

HYPOTHESIS

The said research study was carried out with following main hypothesis are :

1. E-Business generates revenues and increases the productivity of the country.

AN OVERVIEW OF E-BUSINESS

E-commerce and e-business involve the creation of new value chains and business relationship between an organization and its customers and suppliers, as well as within the organization itself. There are lot of organizational obstacles in developing an e-business strategy. It involves major and potentially disruptive organizational change. E-business has got a wider scope than e-commerce. E-commerce is a subset of e-business. It is essential for all companies to have an e-commerce strategy. But some companies need to move beyond e-commerce and form e-business strategies especially large companies that already have links to Electronic Data Interchange networks or have completed major Enterprise Resource Planning implementation. Companies that are successful in implementing e-commerce have a bright chance of being successful in an e-business strategy. E-Business organizations can enter international market at lower cost; the primary benefit of e-business is global accessibility at marginal cost. Web enables a business organization to introduce and market a new product without incurring huge investment. Customer satisfaction helps to increase the customer base. E-business enables a business organization to keep the doors open for business, whenever a customer requires it. Up-to-date information available on an organization's website provides more information to customer, thus educating them better.

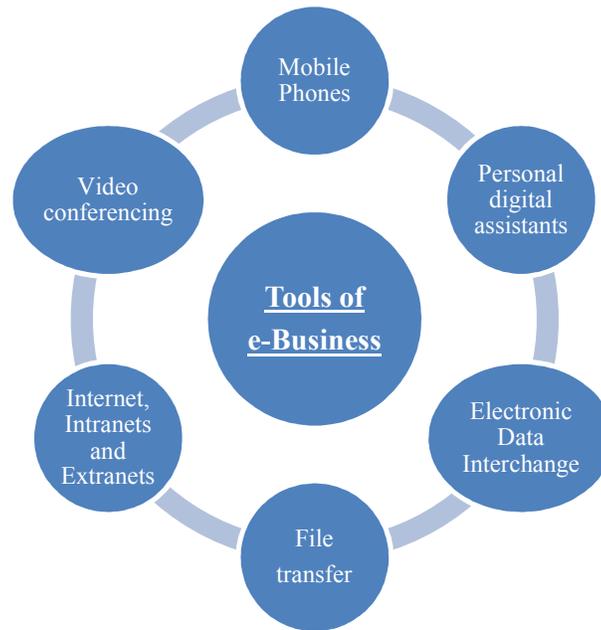
RECENT GROWTH OF E-BUSINESS IN MODERN WORLD

Today, people are spending more money online, which has shifted business emphasis to digital sources of revenue and digital channels. The growth of the digital economy has made people more familiar with digital products and services, which has driven companies to seek new competitive advantages in the digital space. Digital business is distinct from e-business in that e-business typically leaves existing business models intact, merely using technology to gain efficiency or eliminate redundancies. Having customers fill out a credit card application form online reduces the inefficiencies of a paper application process, but it doesn't provide an experience that is new or different. Digital business focuses more on how technology allows companies to create new value and experiences that differentiate companies and give them a competitive edge over their peers.

Uber capitalizes on the widespread adoption of smartphones and utilizes a business model that allows them to maintain relatively low capital assets. A traditional taxi company must own and maintain vehicles, as well as contribute overhead to recruiting and managing employees; an e-business version would allow customers to schedule a taxi online and perhaps view past trips, but the essential experience would remain the same.

Uber cements its place as a digital business because it is, at its core, a platform that connects people and drivers at a massive scale through the internet, while creating an experience that improves on what was previously available to people.

Netflix is a good example of a company that switched from e-business to digital business. Originally, Netflix used technology to manage an inventory system and mail people DVDs, providing an experience that was more convenient, but ultimately fairly similar to movie rental stores. However, once it gave customers the option to stream video on demand, it disrupted itself and transformed the way that people view film and television media. The ability to consume movies and TV shows at any time or place is impossible without the widespread internet access that most consumers have today.



BENEFITS OF E-BUSINESS

The benefits of implementing e-Business tools is not so much in the use of technology, but in the streamlining of business processes and the ease in finding new markets. Some of the benefits are :

1. Quicker and easier communications.
2. Strengthened marketing capabilities and reach.
3. Increased hours of operation (a web-site provides 24-hour seven day information to existing and potential customers).
4. Access to broader information through research.
5. Reducing the cost of doing business by lowering transaction costs and increasing efficient methods for payment, such as using online banking and reducing stationery and postage costs.
6. The opportunities to adopt new business models and develop tailored customer support.

FACTORS STRESSING THE NEED FOR E-BUSINESS

1. E-Business helps in Cost Reduction - E-business enables business organizations to advertise products, receive orders, collect payments and deliver goods at lower cost. E-business is very cost effective as it helps eliminate the role of the middlemen. Advertisements on internet enable a better customer to cost ratio. They enable business

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organization to spend less by cutting down the cost. The total overhead cost required to run e-business is comparably much cheaper than traditional business. Hosting a website reduces the cost incurred on labour, office rent and maintenance. Lack of information about product schedules of the buyers results in high inventory buildup for the seller. The speedy flow of information between the buyers and sellers in electronic market helps to eliminate unnecessary inventory cost.

2. E-Business helps in Customer satisfaction - E-business allows business organizations to have intimate relationship with customers. E-commerce enables the customers to choose and order products according to their specifications. E-business allows customers to perform online shopping. The convenience, flexibility and speedy flow of information help the business organizations to provide improved customer service. Advertisements placed on internet attract customers from domestic and global market. The gains obtained in e-business are passed on to customers through lower prices or as additional features of products or services, this provides customer satisfaction.

3. E-Business helps to acquire Just-In-Time Information - E-business enables business organizations to have direct links with suppliers, distributors and customers through improved information systems. Speedy flow of communication paves way for quick processing of orders. The cost incurred on communication in e-business environment is low and allows instantaneous communication between anyone from anywhere from the world.

4. E-Business helps in Transaction Efficiency - Business process is automated. Reduction in operational waste and the automation of business process and practices lead to transaction efficiency. The time taken to complete business transactions is very less in electronic environment. E-business enables business organizations to have direct links with customers and this enables to a business to become more customer-focused. E-business helps to streamline the operating processes and enables to integrate the various business activities of an organization.

5. Ease of Access to Global Market through E-Business - Internet provides the basis for global communication. Advertisements placed on internet helps to attract customers from anywhere in the world. E-business allows business organizations to enter international markets easily and effectively. The information about the organization, products, services, features are available online. The information and price transparency allow business organizations to expand their business globally.

CONCLUSION

E-Business has emerged as a mainstream solution for many businesses. It focuses on the business as a whole and is not restricted to commercial transactions. 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. E-business enables business organizations to advertise products, receive orders, collect payments and deliver goods at lower cost. E-business is very cost effective as it helps eliminate the role of the middlemen. Reduction in operational waste and the automation of business process and practices lead to transaction efficiency. The time taken to complete business transactions is very less in electronic environment. E-business enables business organizations to have direct links with customers and this enables to a business to become more customer-focused.

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