GLOBAL PROSPECT OF E-COMMERCE

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ABSTRACT:
E-Commerce is also seen to play a significant role in bridging the digital gap between developed and developing worlds through improving developing countries’ access to information, knowledge and expertise and enabling organisations around the world to extend their supply chain and to engage in global trading efficiently and effectively regardless of their geographical locations. Consequently, e-Commerce has the potential to enhance developing countries’ competitiveness and reduce poverty. The e-commerce provides immense capability for connectivity through buying and selling activities all over the world. During the last two decades new concepts of business have evolved due popularity of the Internet, providing new business opportunities for commercial organisations and are being further influenced by user activities of newer applications of the Internet. Business transactions are made possible through a combination of secure data processing, networking technologies and interactivity functions. These business modal are new innovative and fast working process activity. The web based e-commerce environment and position them to confidently deal with a competitive global business environment. The major advantage of e-commerce is that a business can dynamically and quickly assist customers and also function effectively through rapid business transactions, allowing business to focus on services, enhancing performance and providing a means for quick decision making.

KEY WORDS: e-commerce, internet, Business, Global, world