A Study on Impact of E-Commerce on EmergingMarkets

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ABSTRACT

In the future, e-commerce might have a significant impact on the economy. The world of business will never be the same again because to the Internet. E-commerce will also have a major impact on banking in the 21st century. E-commerce has had a wide range of effects on the global economy. All of the economic sectors have been affected, and e-commerce has had the greatest impact on productivity growth worldwide. They are able to identify how many qualified people are needed to advance their country's information economy or how much investment is required in order for businesses to have access to internet connectivity. As a result of this, some nations are already reaping the benefits, and they're now ready to compete with their worldwide counterparts in terms of productivity development and competitiveness. But the reasons for this aren't entirely clear. Online payment systems will be required by banks and financial services firms in emerging nations in order to secure e-trade financing and equity investment in the tourist sector, which is frequently recognised as one of the fastest expanding ecommerce industries.

Keyword*; e-commerce, emerging markets*

I. INTRODUCTION

It's not simply gadgets and trade that make up e-commerce. As a result, it represents a fundamentally new approach of conducting business via an existing medium. Consequently, strategy and business management are significantly more important than technology. Using e-commerce and the internet to their full potential can help ensure that future economic growth is sustainable. Economic efficiency, competitiveness, and profitability will all rise as a result of the widespread adoption of electronic commerce throughout the world's economies and societies, which will inevitably lead to the growth of an information society. Many people's lives can be improved by the use of new digital technologies and services, such as e-commerce, which connects distant areas and brings together experts, managers, and the general public in initiatives and programmes aimed at promoting economic and social growth.A fundamental change of power from seller to buyer was at the heart of the Internet revolution. Customers' expectations in today's economy are vastly different than they were in the past. The key to success will be a company's ability to capitalise on this distinction and its awareness of this difference. By eliminating conventional barriers of time and space and generating new virtual communities of consumers and suppliers with new demands for product and service, the internet, the web, as well as upcoming computer technologies, have changed business. Only a small portion of e-business is e-commerce. In the past, corporations had their own websites that featured their products and services, but they soon began to utilise e-commerce as a distribution channel in addition to their current e-commerce system. Business transactions involving electronic media, such as a computer network, are referred to as "e-commerce." Electronic Data Interchange (EDI) is a technology that allows businesses to execute transactions via electronic media (EDI). When it comes to E-commerce in the simplest terms, it's all about online sales of products and services. Ordered products are often delivered via one of several shipping options. Every major bank today conducts all of its transactions electronically, and computers are more than just a notion when it comes to automating transactions. As e-commerce grows, so does its importance in ensuring that bank transactions aren't tampered with. New concepts and technologies are only acceptable in a competitive and turbulent marketplace if they offer substantial advantages to all parties involved. E-commerce has a number of benefits over traditional retail. There is more to the E-commerce than electronics and commerce together. As a result, it represents a fundamentally new approach of conducting business via an existing medium. Consequently, strategy and business management are significantly more important than technology. When it comes to global economics and social structures, there is no doubt that e-commerce has a significant influence on global economies and social structures, and this will undoubtedly lead to the establishment of an information society. By connecting remote regions and bringing together scientists, administrators, development professionals, managers, and people into projects and programmes to promote economic and social development, e-commerce and the new emerging digital technologies and services can help millions of people around the world.There are several current communication tools that may be used to do business via e-commerce such as the internet and the telephone. Even though e-commerce is still in its infancy, it represents a new frontier in global business and trade.Emerging markets are those which have traits with developed markets, but do not yet satisfy the standards set by developed markets in their entirety. In addition, this covers markets that may or may not become established in the future. Smaller, riskier or illiquid financial markets in frontier areas are referred to be emerging. Despite the fact that many people think the phrase is out of date, no one has come up with a replacement, according to the economist. According to either nominal or PPP-adjusted GDP, the BRICS countries are the world's nine greatest emerging and developing economies.Directing products and services from producers to consumers has been defined as marketing. Marketing is the practise of doing business in this way. Marketing isn't only something you do after the fact. Before the things are really made and even after they have been sold, there are a number of actions that take place.

II. OBJECTIVES OF THE STUDY

- Understanding how e-commerce and developing markets are linked.
- To determine the emerging market's considerable influence on e-commerce.
- To find out how e-commerce might boost a country's economy.
- To evaluate the impact of e-commerce on an economy's growth.

III. RESEARCH METHODOLOGY

It is important to note that descriptive research studies focus on summarizing the features of a certain collection of circumstances. Fact-finding enquiries and surveys are among the methods used to conduct descriptive research. In this study, the primary goal is to describe the current state of affairs. The phrase "ex-post-facto research technique" is commonly used to describe these kinds of studies since the researcher has no control over the variables and can only report on what has happened or is happening in the current situation.

IV. HISTORY OF E-COMMERCE

During the previous century, the telephone was invented, and e-commerce was born. In the context of ecommerce, EDI (Electronic Data Interchange) is usually considered to be the first step in the process of connecting businesses and digitising their information. The 1960s saw a significant increase in the amount of money dedicated to the advancement of electronic data interchange (EDI). It wasn't until the 1980s that it started to acquire traction. In the last three decades, the concept of internet commerce has evolved significantly. Business to business (B2B) and business to consumer (B2C) ecommerce are the two most common forms of ecommerce, respectively (B2C). Businesses conduct business with their suppliers, distributors, and other partners using electronic networks in B2B. B2C refers to business-to-consumer transactions. B2B e-commerce is the most lucrative kind of e-commerce, despite the fact that B2C is more widely recognised. Concepts like the Internet economy and digital economy are closely linked to e-commerce. All of these ideas have something in common: the use of modern information and communication technologies (ICTs) to economic activity. When we talk about the "Internet economy," we're talking about businesses that make money by selling items or services through the Internet or through other means connected to it. This means that e-commerce prior to the Internet, which will be discussed in depth in the following section, cannot be considered Internet economy. The installation of Internet connections for business purposes is an activity in the Internet economy, although it is not always e-commerce. On the other side Based on computer, software, and network technology is the digital economy. In most circumstances, e-commerce and the digital economy are interchangeable. E-commerce, on the other hand, isn't the only thing going on in the digital economy.

EDI (Electronic Data Interchange) and EFT (Electronic Funds Transfer) are two of the most widely used technologies in electronic commerce, allowing users to exchange company data and conduct transactions electronically. In the late 1970s, businesses and organisations were able to transfer commercial paperwork electronically for the first time because to the development of these technologies. In the 1980s, credit cards, automated teller machines (ATMs), and telephone banking all saw significant development and use. The airline and train reservation system was another example of E-commerce. Despite the fact that the Internet gained widespread acceptance in 1994, it took nearly four years for security protocols (such as HTTP) and DSL to be developed, allowing for fast and reliable Internet access. At ecommerce had a new meaning this time around. To begin with, people started using the term ecommerce to refer to online purchases made over secure connections and electronic payment services. Since 2000, several "brick and mortar" merchants have realised the advantages of electronic commerce and have begun to include such features into their websites, despite the dot-com collapse. In comparison to brick-and-mortar and mail-order businesses, e-commerce offers several benefits. A big database of items and services can be simply searched by customers.

Beginning in the 1990s, data mining and warehousing were added to the list of electronic commerce tools. Internet commerce began in 1994, but it wasn't until 1996 that security protocols and DSL were developed to provide uninterrupted Internet access. Since then, the term "E-commerce" has come to be associated with the capacity to buy products and services via the Internet utilising secure protocols and electronic payment systems, such as PayPal. E-commerce has been widely accepted as a way for businesses to access worldwide marketplaces and guide a wide range of global clients. An increasing number of businesses are turning to electronic commerce to help run their operations more smoothly and provide their customers with better service. Consumers, providers, groups, organisations, and even governments are all part of what is being revolutionised by the internet. Customers' expectations in today's economy are vastly different than they were in the past. The success of a firm will hinge on its ability to capitalise on this difference.

V. CONCEPTS AND TYPES OF E-COMMERCE

E-commerce has had a profound impact on the way we live, work, and govern ourselves. Electronic marketplaces (or marketspaces) and supply chains operating on the Internet-Web are where commerce takes place. Platforms like as Uber and cloud service providers provide for almost immediate access to a wide range of services, including transportation, computing and storage, and medical and legal assistance. There has been a rise in mass customisation of things offered on the internet, like as clothing and autos. Permanent supply networks enable Dell and other hub companies to surround themselves with suppliers that conduct the majority of production duties and provide other goods or services to their centre company. Semi-permanent supply chains It is becoming increasingly common for businesses to connect with each other and with customers and governments through the use of e-commerce. A growing number of people believe that E-commerce can help poorer nations have a better foothold in the global economic system. E-commerce has the potential to play a critical role in enhancing the trade benefits for emerging economies. The reach of the technology and the ways in which it may be utilised in retail will be determined in part by how well the definitions of e-commerce are defined. The term "e-commerce" simply refers to the act of doing business through the internet. According to the Organization for Economic Cooperation and Development, electronic commerce is a new means of doing businesses that occurs across networks that employ open protocols defined through open standard establishing processes, such as the internet, such as the World Wide Web. An electronic network, particularly the internet, is used for the exchange of products and services or the transmission of payments or data. Business-to-business, business-to-customer, customer-to-customer, or customer-to-commercial are all examples of business transactions.

An emerging market is a growing country that is getting more and more involved in global markets as it expands. There are a number of features that distinguish countries labelled as emerging market economies from those classed as developed markets. Greater liquidity in local debt and stock markets, increased trade volume and foreign direct investment, and the creation of contemporary financial and regulatory institutions are all signs that an emerging market is becoming more connected with the global economy. The conventional boundaries of business have been redrawn in respect to time, place, and the creation of new virtual communities of customers and suppliers with new demand for products and services, thanks to the internet and increasing computer and communication technology. The amount of market and regulatory institutions seen in industrialised nations is often not found in emerging markets. Financial markets in developing countries are less efficient than those in industrialised nations, although they usually have a more robust physical financial infrastructure, such as a stock exchange and one common currency. Industrial and manufacturing activities have become increasingly important in emerging market economies, as opposed to agriculture and resource exploitation. Economic growth and industrialization in emerging market nations are often encouraged by government policies that focus on promoting trade and industrial development.

VI. E-COMMERCE IN MARKETING APPROACH

Per capita income in emerging markets is lower than in developed markets. The first and most crucial requirement is that of low income, since it serves as a catalyst for the second, which is rapid development. In order to stay in power and benefit their people, the leaders of developing economies are eager to make the swift transition to an industrialised economy. The third trait, high volatility, is a result of rapid societal change. Three things can cause this: natural disasters, price shocks from outside, and volatility in internal policies. Agriculture-based economies are particularly vulnerable to natural calamities. Marketing isn't just a business thing, and it's not just for businesses. Non-profit organisations can't afford to ignore marketing altogether. Regardless matter whether the organisation is for profit or not, it is possible to maximise its results by focusing on marketing. In addition, marketing serves as a driver for national economic growth and raises the standard of life for its citizens. When products and services are traded from producers to customers or users, marketing aims to maximise the fulfilment of the demands of the client. As a result of their reliance on agricultural operations, emerging markets tend to have lower per capita incomes than their developed counterparts. Income per capita rises with GDP as the economy moves toward industrialization and manufacturing.

Incentives to increase economic growth can be found in lower-than-average earnings. Directing products and services from producers to consumers has been defined as marketing. Marketing is the practise of doing business in this way. Marketing isn't only something you do after the fact. Before the things are really made and even after they have been sold, there are a number of actions that take place.

A well-defined marketing strategy leads to a rise in the company's sales and marketing efforts. People are more likely to reach out to your business or brand if you're reaching out to them more frequently. The amount of money a company makes is directly proportional to how well it markets itself. Using the term "emerging market" to describe a market is becoming less relevant as its impact expands. The global economy will benefit from the growth of emerging markets.

It's a company's job to get the word out about its products, services, and other commodities by engaging in marketing efforts. It is a major player in the fields of management and commerce in the corporate world. Markets have the option of selling their goods to other companies or directly to the public. Managing the marketing function is what is meant by marketing management. Marketing management refers to planning, organising, directing and control of the activities which facilities exchange of goods and services between products and consumers or users of products and services.

VII. CONCLUSION

Emerging markets have been impacted greatly by e-commerce. It has been widely praised as a way for poor nations to obtain a deeper footing in the multilateral trade system through e-commerce, but this is not without risks. In addition, e-commerce provides for larger profit margins because the cost of running a firm is significantly reduced..

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