

A Study on Impact of E-Commerce on Small and Medium Enterprises

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Abstract

Electronic commerce is the process of doing business through the computer networks. E-commerce is a suitable to any types of business. It is used to transfer of information across the all facilities of the internet, to buy or sell the product in order to provide Quality services. E-commerce is combine concept of data mining technologies are described. The e-commerce main advantage is can browse online shops, and comparing price and other merchandise at home personal computer.

Keywords: Computer networks, Technologies, Online buy or sell.

1. INTRODUCTION

E-commerce is the electronic commerce is carrying out to buy and sale of goods and services, or the transfer of funds, collection of data, mobile commerce, supply chain management(SCM), electronic fund transfer (EFT), electronic data interchange(EDI), inventory management system(IMS), over an electronic network, primarily the internet. These business

transactions occur either as business-to-business B2B, business-to-consumerB2C,

consumer-to-consumerC2C or consumer-to-businessC2B.

2. OBJECTIVES OF THE STUDY

- To identify the impact of overall performance of small and medium ecommerce enterprises
- To provide the secured business transactions
- To established customers prospective by e-mail or fax

3. REVIEW OF LITERATURE

Baldwin et al (1994) report that small and medium-sized firms have experienced that skilled labour is one of the most important factors contributing to their growth. To be successful in a global market, a small firm needs a highly motivated, skilled and satisfied workforce that can produce at low costs.

Sharma (1990) in his article titled “Role of NABARD in Small-Scale Industries” pointed out that the prosperity of the country especially the rural areas,

depended on the harmonious growth and development not only of agriculture but also of small-scale industries. As the apex bank for agriculture and rural development, it was the paramount task of NABARD to accelerate the process of all-round development in the country. The National Bank formulated various schemes for the flow of credit to village/cottage and small-scale industries through commercial banks, co-operative banks and regional rural banks. Such assistance paved the way for the growth of small-scale industries.

Umesh C. Patnaik (1990) in his study “Contribution of DIC Programme to SSI in India”, pointed out that after launching DIC programme, the growth rate of SSI sector was less, particularly in the case of export and employment generation.

4. LIMITATION OF THE STUDY

- Many websites are do not have secure online transaction
- Customers fear to operate in paperless and faceless electronic world
- Some internet protocols is not standardized around the world

5. THE IMPACTS OF E-COMMERCE ON SMALL & MEDIUM BUSINESSES

Electronic commerce is a phenomenon. That is emerging rapidly between the business to all over world, and its affected to the all small and medium size enterprises in many aspects. This research is focused to small and medium business and its most importance to the markets and economy.

Impacts of Consumer

Consumers to shop online had positive impacts of on throughout the world. Consumers have more empowered to ever a greater than choice of goods is available to the lower price they would pay in local stores. They can shop anywhere at any time in the world. To take merits of currency exchanges and throughout the world economic differences.

Impacts of E-Commerce on Marketing

- To increasing effective marketing strategy
- Shortened of Product Life Cycle (PLC)
- Using dynamic pricing system
- Increasing multiple of e-commerce channel of distribution
- Using digital promotion of market
- To increase localisation needs and wants
- To sell ability of products wider range

Impacts of E-Commerce on Human Resource Management

- Employees need to having digital skills of management
- Workforce planning
- To working staffs to electronic commerce warehouse

Impacts of E-Commerce operations

- Complex to large scale ecommerce platforms are logistics
- To close relationships with the supplier
- Important of economies scale

Impacts of E-Commerce on Finance

- To integrate significant of investment required to Electronic Commerce platforms with others
- To involved E-Commerce multiple currency transactions
- Impacts of sell online business like exchange rate changes

6. CONCLUSION

E-Commerce is most important of society. They will have World Wide Web

is using daily lives. Therefore the small business having critical competition with larger websites. Since, the web developers to have lower price to sale their products.

E-Commerce techniques have been developed in recent years. To sell and purchase of the product with less efforts. The small and medium business is communicate to others haven't restriction. Electronic commerce is the cost savings, and increasing efficiency, and customization to understand these are advantages.

These includes issuing security, cost of access is difficult to the Online transactions it involve to minimizing the negative impacts.

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