



Emerging Issues in Business and Economics in India

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Abstract : *The business has more demand on today market and it was very flexible to respond to any fluctuations in current situations. In this competitive world differentiates an on demand business. Now a day's all business processes are integrated and IT infrastructure exists in to the operating environment. The economic reforms took a place in India, the economy with the view of integral its self and with the global economy. The international trading policy and procedures has become in the India's foundation stone to trade and fiscal policies. With this technological advantages there is a wild changes in the methodology for business transactions. India was adapting technology with the current scenario for electronic data exchange. In this view of this paper try to present the e-business in India, the evaluation of the benefits from e-business, analyses the scope, problems of e-business in India. The primary objectives of this paper to evaluate the current position of e-business, to analyse the future of e-business in India, to describe the challenges faced by e-business players in India. Electronic business is just a buying and selling products in online. It includes in online process of developing, selling, delivering, marketing, paying and servicing for the products and services. The E-business very fast growing in India.*

Key words: *E-business, India, economy, internet online.*

Introduction

The business has more demand on today market and it was very flexible to respond to any fluctuations in current situations. In this competitive world differentiates an on demand business. Now a day's all business processes are integrated and IT infrastructure exists in to the operating environment. The economic reforms took a place in India, the economy with the view of integral its self and with the global economy. The international trading policy and procedures has become in the India's foundation stone to trade and fiscal policies. With this technological advantages there is a wild changes in the methodology for business transactions. India was adapting technology with the current scenario for electronic data

exchange. In this view of this paper try to present the e-business in India, the evaluation of the benefits from e-business, analyses the scope, problems of e-business in India. The e-business is supported to Indian economy, and fundamentally changing the business overview. In this more advantages for buyer and seller and rising funds, providing goods and services through internet, and attracting all types of consumers overall the country.

Technological advance has probably been the major influence on the society. In a world that has over the last half-century acquired the ability. The economist point of view concerned with the impact of technology on the society. The impact of technological change are largely centred



on output, employment, growth and income distribution.

Objectives

- to evaluate the current position of e-business
- to analyse the future of e-business in India
- to describe the challenges faced by e-business players in India

Methodology

The present study based on the secondary data. The relevant information is gathered from the data published by the central government and with reference to the various journals, library , magazines, periodicals.

Advantages E-Business

E-business have national wide and international wide transactions. There are more advantages, some of the few are following

- Cost effective Marketing and Promotions

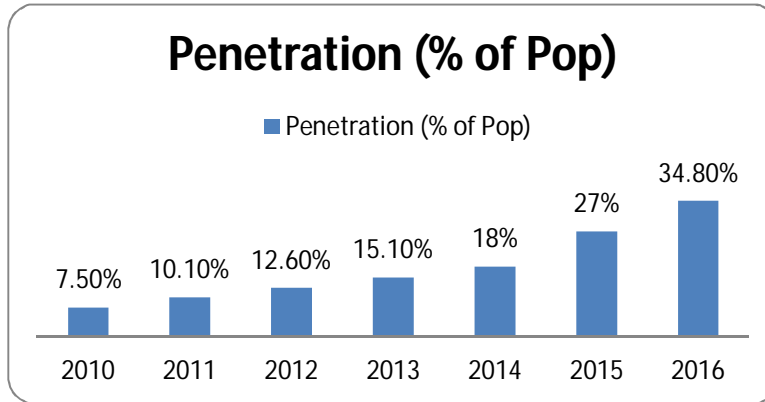
- Developing a Compitative Strategy
- Curtailing of Transaction Cost
- Overheads costs are reduced

E-BUSINESS CONCEPTS

The concept of e-business is very flexible and covers all information and communication technologies (ICT). It helps the companies to make a strong relationship between the company and its clients wherever clients need the information will be provided. And it has to develop the new business opportunities, controlling different process within the company. The e-business concept in India has increased with the adaption of internet, based on this services today playing key role in economic liberalization scenario. The world internet statistics has revealed that India is one of the emerging nations for internet user after the china, US and Japan. In India internet usage percentage is only 5.60.

Growth of Technology users in last five years in India

Year	Technology User	Penetration	Total
		(% of Pop)	Population
2010	923,23,838	7.50%	1,230,984,504
2011	1256,17,813	10.10%	1,247,446,011
2012	1589,60,346	12.60%	1,263,589,639
2013	1932,04,330	15.10%	1,279,498,874
2014	2331,52,478	18%	1,295,291,543
2015	3541,14,747	27%	1,311,050,527
2016	4621,24,989	34.80%	1,326,801,576



The impact of e- business implementation

The e-business technology can implement in the business processes, it can reduce the unit cost of goods and services provided into personnel requirements. It is the way for companies to become more effective and efficient to promote operational flexibilities. The main priority of the customer needs and supplier relations can be improved. The companies are able to collect the data from the customers and to improve their strategies of marketing, sales and services. The e-business is used to improve the communications between the customer and the organization. It helps the organization full fill the customer needs and wants through network immediately. The service organizations are benefited more in the particular areas of product, promotion, advertising and marketing to the manufacturing firms.

Impacts of e-business on the Indian Economy

The Information and Communications Technology (ICT) in e-business has a profound impact on the Indian economy. It's provide the

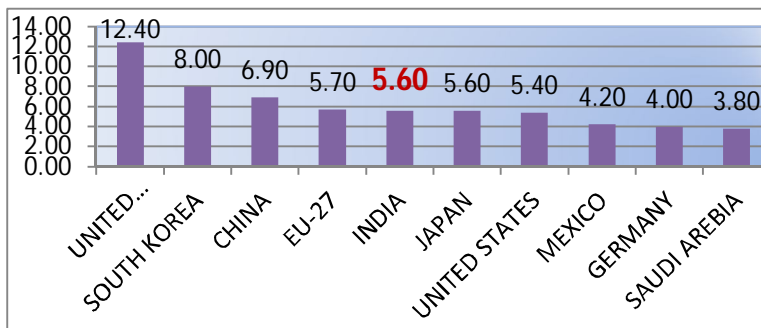
customers lowest cost products and provide more choices to choose the customer satisfaction product. Overall the e-business benefits the economy in many ways. The effects of economic conditions are positive. E-business has several implications for fiscal policy, government financing, policy makers continue to tax e-business. ICT rises of electronic payments, advantages of e-money an electronic medium of exchange separate from legal tenders issued by a central bank. Present the e-business affects the economy is difficult because of the impact are intangible. Many empirical efforts overcome the problem of intangibilities and find the ICT adoption affect on the national wealth and productivity. ICT investment had playing an important role in increasing the labour productivity growth in a variety sectors. The level of growth rate in ICT may changed the variations in growth of Indian economy.

The internet economy in the GDP in top 10 countries and the following table will show the how supports the Indian economy.



Internet economy in the GDP in top 10 countries in 2016

Countries	Percentage (%)
United kingdom	12.40
South Korea	8.00
China	6.90
Eu-27	5.70
India	5.60
Japan	5.60
United States	5.40
Mexico	4.20
Germany	4.00
Saudi Arabia	3.80



Conclusion

The India was developing country and in the prospects of developing e-business will supports. Than India will be one of the biggest users for e-business and ICT will create reliable, secured and transparent methods of business transactions. In this paper concluded that the Indian economy GDP growing percentage will having some part of the e-business. The global economy will growing different countries technology users, in this context India will low compared with other countries. It is need to adopt the information communication and technology to develop the Indian economy.

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