

E-COMMERCE - AT A GLANCE

G. PURUSHOTHAMAN¹ & K. KRISHNAMURTHY²

¹Research Scholar, Thiruvalluvar University, Serkkadu, Vellore, Tamil Nadu, India

²Research Supervisor & Guide, Department of Commerce, Rajeswari Vedachalam
Govt. Arts College, Chengalpattu, Tamil Nadu, India

ABSTRACT

In India, Literature is available about big business houses adopting these technologies but it is known that Small and medium-scale enterprises have come to play a predominant role in our economy. SME's contribution towards GDP in 2011 was 17% which is expected to increase to 22% in 2012. There are approximately 30 million MSME Units in India and 12 million persons are expected to join the workforce in the next 3 years. There are articles now and then in newspapers and periodicals to suggest that they too have adopted E-commerce technologies. There does not seem to be systematic research to study the potentials or the challenges posed by E-commerce to the Small and Medium Scale enterprises in India and possible solutions which can be given to these industries to enhance their marketability. There does not seem to be a concrete study to identify the present level at which E-commerce is adopted by these industries. This study aims to fill in the research gap that exists in this area by analyzing the existing applications and use of E-commerce, the potentials of engaging in and the challenges posed by E-commerce activities to Small and Medium Enterprises (SME).

KEYWORDS: E-Commerce Technologies, Enhance their Marketability, 12 Million Persons

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