

Standard of Global E-Commerce Business and Its Position in this Global Upcoming Era

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Abstract

This article depicts the role of e-commerce business and the standard of e-business. It is now familiar in several countries to provide good services to users. The positive impact and negative impacts of e-commerce business have been elaborated on in this article. It explores the view of e-commerce business and its virtues.

Urbanisation helps to improve this kind of business which has been depicted here in detail. Brand visibility can be raised by e-commerce business or electronic business which has been discussed here clearly.

This article depicts the views and the position of e-business which is now used by several companies. It provided good services to the users during the epidemic situation of coronavirus. It provided safety to the users and it helped to inspire the users.

This business is now familiar in many countries and it gives excellent services to the public. The importance of e-commerce trade has been explored in this article.

Keywords

E-commerce, Global era, business management, position, standard.

INTRODUCTION

E-commerce business or digital business refers to a kind of business selling goods or products using the internet. Electronic business is now familiar in many countries and buyers from foreign countries can buy products with the help of e-business. The reputation of this business is increasing day by day in the global market. It is said that most people will use the process of this business in the future. This article will depict some statistics on e-commerce and it will explain the infrastructure of this business. The positive impacts of global e-commerce business will be described in this article. The brand visibility of a business can be increased with the assistance of an online business. It assists to test the position of a new market and it aids to extend a business easily. Customers can be satisfied with this business to use the modern process of business. The quality of e-business will be described here clearly and the impact of this business will be elaborated on in this article. In 2017 the revenue of e-business increased to the revenue of 2016. The retail channel of digital business gives a shopping experience to the users and it aids them to buy products easily.

REVIEW OF ARTICLES

Online business became very demandable during the pandemic situation of Covid-19. Most of the public used e-commerce businesses to get safety from the virus. It helps people to save themselves from germs. This article will depict the significance of e-business and it will explore some factors for which this business is required [1]. This article will express the scalability impacts of digital business during

the pandemic situation. This business helps to understand the opinion of the consumers by using technology. It helps to increase the sales of products of a company and the revenue of a business can be increased by using it.

This article aims to explain the features of the global economy and the global electronic business. The online business helped people during the pandemic situation and it will be discussed in this article. Technology helps to reindustrialisation in countries which can improve the economy of a country. This article will provide some solutions for digital business. The rapid improvement of this type of business will be described here in detail [2]. The growth of this business will be explained in this article. The digital business assists users to buy products easily and it uses technology for the process of business.

This article will depict the influence of information technology which can grow a business easily. Information technology has brought a new era for business in the world. It helps a digital business to get success and it assists to solve the problem of a business. The usage of the internet will be elicited in this article in detail [3]. People can buy products by using the internet and they can get relief by using technology. The usage of big data will be discussed in this article and it can provide information to users. Cloud computing is also used in an e-business which will be defined here clearly.

Global e-commerce has started a new chapter in business and it is now utilised by several businesses. E-commerce is used by various businesses to improve growth of a business. E-commerce can bring innovation to business which will be explored here in detail. The E-commerce market is now increasing day by day with the progress of technology [4]. This article will explain the concept of global e-business and

its improvement in the future. Retail organisations also use technology for the improvement of business and customers use this business to get products easily.

This article depicts the framework of e-commerce business and it discusses the use of information technology. The institutional theory will be explained here to describe this kind of business. B2B is a business system which helps to distribute products easily. A huge technology is used by companies to reindustrialisation in the country. This article depicts the concept of global online business in this era. This business helps the industry to sell products easily and it aids to increase the revenue of a business [5]. This article depicts modern technology for the improvement of online business. Online business is now very demandable in this era which can attract users.

The growth of an economy is very important for all countries and it helps to increase the GDP of a country. The e-business has a major impact on the creative economy of a country and it can assist to develop industries. E-commerce helps a business to improve some processes like transferring, selling, buying and exchanging products [6]. This article will represent the improvement of technology for business and information technology helps to improve a business properly. E-commerce readiness is very important for a business which will be explained in this article.

This article will describe the importance of electronic business and the growth of technology. E-commerce is an alternative way of shopping and it helps to order any products from home. It helps to express the opinions of the customers and the industry can explore their information by using the internet. E-commerce business has some features such as easiness and relaxation and it helps to save time for the users [7]. Technology growth is very important for the e-commerce business which will be expressed here in detail. The theoretical background of e-business is explored in this article. The importance of cloud computing will be elaborated on here in detail.

During the pandemic situation of covid-19 e-commerce businesses became needed to provide safety to users. This kind of business helped people to buy products from home and it provided good services or ministry to the public. The importance of e-commerce business will be elicited in this article. E-commerce helps any industry to establish its business in a market and it helps to use artificial intelligence. The B2B model and C2C model are used in this business for the process of transforming products [8]. It provides collaboration to the public and it helps to save time for the users.

This article depicts the standard of e-business and the process of this business. It helps to protect data and to create a core value in business. Various companies use the process of digital business and they try to satisfy the customers by using digital processes. Online business has made a new chapter in the business world and it improves a business by increasing its revenue [9]. This article describes the importance of online business which can fulfil the goal of a particular

business. It is used by the progression of technology and it helps to distribute products.

This article depicts some challenges of online business or e-business such as the rapid expansion of the electronic economy and regional business agreements. Electronic commerce is called e-commerce business as services, delivery of products, sales, marketing and transforming of products. This process is now used by several factories and industries. Various policies are used in this business to overcome the obstacles [10]. This business uses ICT and IT to improve the process of business. The legal factor of this business has been described in this article clearly. This article explains the increasing level of e-commerce rules and the regulations of business.

MATERIALS AND METHODS

This study was conducted to compile individual conceptions or views using the researcher's "interpretivism research philosophy." The scientific theory-based research topic lays forth the stances on the approach that should be taken to gather data, understand it, and apply it to the research issue. In terms of comprehending the evidence that has been done, it gives no consideration to the theoretical orientation, framework, or paradigm. Additionally, the "interpretivism philosophy" has the benefit of allowing the researcher to adequately discuss pertinent data when discussing the research issue [11].

To finish the current conversation about the research issue, the researcher used the "deductive research approach." As a result, this research process is defined and the collection of plans of action as procedures that the researcher adhered to and kept track of while initiating and conducting this investigation. The researcher has been able to determine how the research method and the research study are related during this procedure. This "deductive research approach" has aided the researcher in using all available data in excess and producing pertinent information from the data set [12]. It is advantageous for the researcher to use this deductive research methodology to explain how the study's objectives are related to one another. Additionally, the researcher has utilised this methodology to confirm that the information she has enabled is appropriate for the study's topic.

This research methodology outlines the entire process used to carry out a research plan, including background research and information gathering and analysis. The researcher used a deductive research strategy to gather data and comprehend the various approaches to getting the best outcomes that could be gleaned from the study analysis. Understanding the study topic's purpose, which the researcher has carried out through this research procedure, is one of the benefits of the "explanatory research design" [13]. The researcher who has successfully met every requirement of the research questions benefits from using this "explanatory research design." However, this successful study design is successful in the phase of collecting appropriate outcomes and comprehending them throughout the crucial circumstances.

For this research study, the qualitative data collection approach was employed, and it was crucial in obtaining high-quality findings and data by following the right course for the research operations. This qualitative research approach is the best choice for the researcher who wants to gather information and explain the study questions and results through secondary data collecting. A number of data collection techniques, including observation, visual analysis, journal books or articles, and interviews, have been used by the researcher [14]. However, by using the observation-based "qualitative data collecting method," the researcher is able to gather pertinent information on the research issue.

To discover the goals of the research issue, the researcher used a "secondary data gathering source." It is crucial for the researcher to obtain data from internet data sources in addition to proof in order to maintain "accuracy." Additionally, the research topic "qualitative analysis" is accessible through a variety of online journals, websites, research articles, statistical data sources, blogs, publications, and more. As a result, this method of data collecting is efficient for the researcher who has gathered the information and also saves time and money. Furthermore, it is simple to gather the large amount of data required for the full research issue.

Convenience sampling chooses a non-probability sampling method that is included in the sample because it is the most accessible to the researcher. The researcher has obtained relevant and appropriate data and evidence about the research issue, and now that they have done so, they must shorten the entire review and compilation of material while using the proper sampling technique [15]. The convenience sampling approach was utilised to gather data from applicable sample information and pertinent data sources in order to advance this research issue.

In order to determine the key components of the online data collecting approach, the researcher has used "thematic analysis" for this secondary qualitative data collection process. In order to lessen the study objectives that are evaluated in the research report, "thematic analysis" has been beneficial. This data analysis procedure helps to provide an organised conclusion to the research investigation by compiling a number of journal articles, periodicals, research papers, and websites [16]. The themes are built around the

research topic's goals, which include assisting the researcher in elucidating the study's purpose through data analysis.

In order to guarantee that the investigative measure satisfies all applicable legal criteria, it is necessary to verify the accuracy of the various pieces of information, the subjects of the investigation, and the data collected. The research process adheres to the principles of research. Additionally, the researcher adheres to all ethical standards for the research, including those for reliability, accuracy, and transparency [17]. Therefore, this "Data Protection Act" is very helpful for the researcher to facilitate the ways of gathering information, storing, and processing evidence while attaching to the full research process that has been actively watched.

RESULTS FROM

E-commerce business is a process of selling and buying products with the assistance of digital ways and technology. It uses the internet for the process of delivering products or goods. Several industries now use this way to attract customers or provide good services to users. Online data is used by this business to sell products and it helps to use technological progress. Various industries use online systems in business to provide safety to users. Started flourishing is available in this business and it can provide solutions to the business [18]. Interactivity can be increased in a business by using good technology and it helps to interact with the customers easily. E-commerce websites help to give information to consumers and they can offer advertisements for the products. E-commerce business brought a higher revenue in business in 2017 than the revenue in 2016. The process of digitalisation helps businesses to enter foreign countries. The brand visibility of a business can be improved by using the process of e-commerce. It helps a company to increase the sales of products and it increases the revenue of a business. This process will be increased in the upcoming era for business and it can solve the problem of a business. It can use different models for the process of transaction such as the B2B model, B2C model and C2C model [19]. It helps to bring variety to business and it can increase the productivity of a business. It can improve the performance of a business easily by using technology.

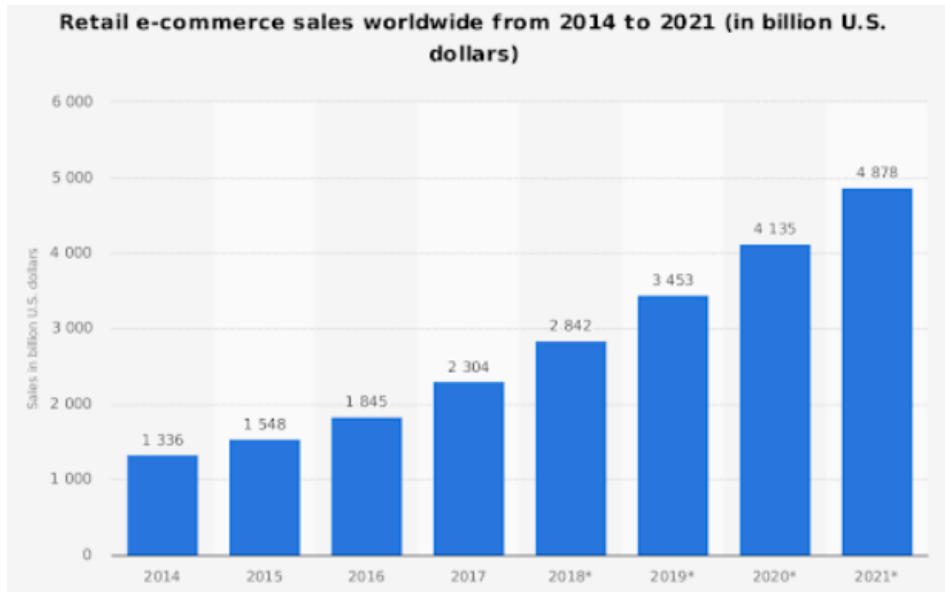


Figure 1: Trends of e-commerce business [27]

E-commerce businesses mainly use the internet to improve their process and they can deliver products easily. In this era, this business has become famous and suitable for various reasons such as the low cost of goods. It can increase the profits of a business and it can remove the complexity from the business [20]. Online shopping can attract young customers by offering excellent services. B2B is an important type of this business and it is used for electronic transactions. Different software is used in this business to provide information to the users. A company can share their business with partners by using the process of digitalisation and it helps earn a high profit from the business. Technological advancement helps this business to gain success and it helps

to solve any problem in business. Social media is used in e-commerce businesses to know the needs of the customers and their opinions. A retail organisation can use the online business to increase the sales of products [21]. In this era, the usage of e-commerce business is increasing day by day and various customers agree to use the process of digitalisation. High technology helps to make the process easy and it can solve the difficulties of business. Digital businesses can examine the position of a new market to start a new business. In 2021 the global market for e-commerce business reached a suitable position which is 13 Trillion. This business uses technological advancement to enhance the process and it can solve the problem of a business.

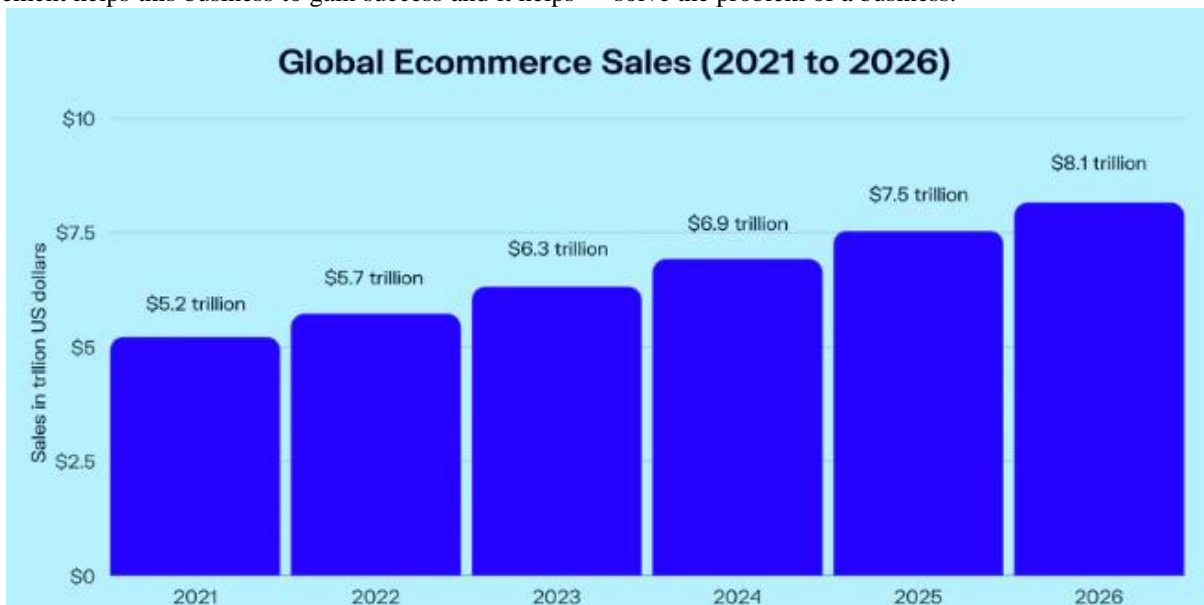


Figure 2: Future growth rate of e-commerce business [28]

It is thought that this type of business will obtain a good position in the future business world. E-commerce businesses will create new marketing channels for businesses which will help to get more customers. During the pandemic situation,

many industries faced various problems to sell products but digital businesses provide good services to the users [22]. During the epidemic situation, customers could use digital processes to buy products from home and industries got high

profits from businesses for using digital ways. Media platforms are used in this business to interact with the users and it explores appropriate information for the users. Advertisement is very significant for a business which is possible in digital business. E-commerce businesses gain a huge amount like 20.5% of international retail sales in 2022 and it increased over the last 10 years. The e-commerce place attracts a lot of customers and it helps to increase the revenue of a business. It has some challenges in business such as the cost of the advertisements being high and it can increase the cost of products. Different industries want to use the process of digital business to give excellent services to the users and this way can fulfil the purpose of the business [23]. Consumers can use technology for this business and they can buy products easily. In the future customers will use voice-activated devices to use the process of digital business. Automation processes will be used in the future to solve the problem of the business.

Urbanisation is increasing day by day and it helps improve this kind of business. Most people use the process of digital business in the urban area and it provides safety. The digital business helps to protect data and provides security to customers. This process helps the users to save time and it helps to buy products easily. Automation is an important element for e-commerce business and it uses software in business [24]. Automation helps an e-commerce business to develop its marketing position for a business and several companies use digitalisation to provide safety to users. It helps to contact foreign customers and technology helps to implement new processes. It helps to increase the connection between customer and business and it helps to establish a brand value for the business [26]. A variety of products are generated using digital technology and e-commerce business helps to succeed in a process. Industries use some strategies for e-commerce business and they first locate a business place. Market research is very important for an e-commerce business and it helps to identify the weakness in a business [25]. High technology is used in this business to make the process easy and it helps to attract users. Customer experience can be improved with the help of e-business and it helps to reduce the cost of products. It is hoped that e-commerce businesses will bring innovation in the future and it can earn high profits from the business.

CONCLUSION

After analysing this article it is concluded that e-commerce business has a reputation in the global market. This article depicts the view of e-commerce business and it explains the role of technology in e-commerce business. A company can provide good services to users easily with the help of technology. E-commerce businesses helped customers during the pandemic situation of covid-19 and it brought great fame in business. It has some challenges in business which have been described here in detail. The importance of cloud computing has been discussed in this article. It depicts the importance of information technology for e-commerce

businesses. It is thought that this type of business will gain a high reputation in the future and it helps the public to get products easily. This article depicts the process of digital or e-commerce business. The customer base can be increased with the help of this business and it provides services to the consumers. The revenue of e-business is increasing day by day and it uses high technology. The impact of digital business has been depicted here in detail. Several industries use technology for e-commerce trade and they try to understand the market position of a business.

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