

STUDY ON INFORMATION MANAGEMENT IN E-COMMERCE INDIAN PERCEPTION

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Abstract: Information management is a training that requires the appropriating and allocating of a foundation or association's particular data resources or material esteem or helpfulness that claimed by a man or organization. Notwithstanding the aggregation of information or aptitude that outcomes from co-ordinate investment in occasions or exercises of their workers that can be impacted to achieve the deliberately objectives of the association it includes the sharing of implicit or deduced from activities or explanations and communicated data that prompts improved excogitation and obliterates the reproducing of the wheel with each task. Learning administration can't be expert through a solitary item, however should be obtained through bring keen on reality a hierarchical culture that supporters sharing, pleasing the completely activities and utilizing innovation or the down to earth utilization of science to trade or industry as an empowering agent for information sharing.

Key Words: Information Management, E-Commerce, Organization Strategy, Growth

1. INTRODUCTION:

Information administration is useful for accomplishing an association's vital objectives integrate catching the experience of a portion of the staff's aggregate resources. It does exclude just data on the newbie the end result for our heads The utilization of information administration does not urge proper strategies to be created using innovation as a mutual expert and learning can be accomplished through a solitary item, yet can't be shared through a hierarchical culture. The new branch of learning administration workforce, procedures and administration has accomplished effective business results through the cooperative energy of innovation. Change of centre, administration of vulnerability and multifaceted nature. When we take a gander at the change from the time of absence of data to the learning of data, the emphasis is on the need alternatives and challenges in the basic leadership procedure of human detects. In this new worldview, an undeniably indeterminate and complex business condition, the dynamic key drivers of execution comes about, the shrewd personality to build up the utilization of keen innovation to exploit vital open doors and difficulties.

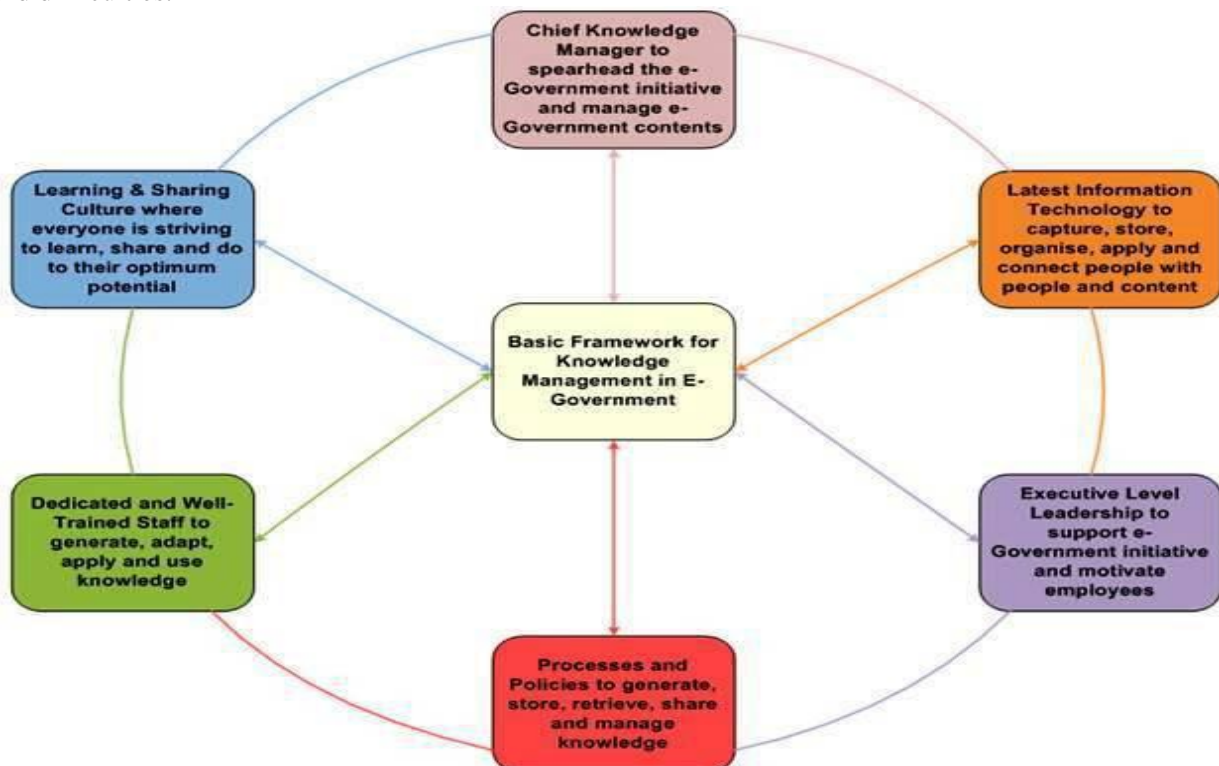


Fig.1 Basic Framework of knowledge management in E-Government

The main relative preferred standpoint will be the procedure learning esteem data to unravel the nonstop stream of the venture, the imaginative market, the capacity to accomplish specialized information and the innovative ability aggressiveness of information labourers. We are presently a data society in the learning economy where information administration is basic.

2. INFORMATION MANAGEMENT POTENTIALITIES, BASIC FACILITIES, AND CAPITAL EQUIPMENT FOR E-COMMERCE:

His commentary demonstrates the new data society, learning based economy and information speed of Internet assets related with the administration of the locale. Driving associations for information administration capacities and framework for internet business officials are progressively considering accomplishing that and keeping up an upper hand or hierarchical learning reconciliation and administration of venturesome web based business systems. It is required to be able to oversee learning, characterize paper, depict the different specialized components required for information administration, and has been utilized to give a specialized system to internet business and learning administration capacities and foundation for associations that have complex business needs Do not do imaginative learning administration arrangements that address your issues.

3. LITERATURE REVIEW:

¹ Kim (2004) examined there are main two factors for conducting successful e-commerce strategy which are security of the e-commerce system and user friendly web interface. Security means not only securing own system but also providing security assurance to users who are using the sites or online software user friendly web interface give consumer trust and it's easy to convenience for customers. Beside these factors other factors are also essential to succeed which are top management support, IT infrastructure and customer acceptance. Top management support plays vital role as per Kim as they are the decision makers and their support and decision will direct the company to use the strategy. Further he also explained that with-out proper IT structure and skilled human resources, e-commerce strategy will fail. One of the factors he explained is customer acceptance; customer acceptance means the way customer accepts the web or online software of the company and it should have very rich contents and very easy to use these factors will decide whether business will get more customers.² Young Jan, Chung Susah (2005) reported that the economic consequences of the death of geographical distance due to the emergence of e-marketplaces. It has shown that overcoming spatial barriers by means of e-marketplaces lowers the price level. Since e-marketplaces achieve economies of scale by aggregating dispersed demands, they allow the company to have more varieties that did not exist before their emergence.³

4. METHODOLOGY:

The data are collected mostly from secondary sources by way of access to various Government policies and programs including published Annual Reports, Journals, Books and available official websites.

5. INFORMATION MANAGEMENT IN E-COMMERCE:

Network based business learning is a critical piece of hierarchical bewildered. There is a great deal of data contained in every business exchange. In any case, this data is utilized to judge future patterns or new potential markets when acquiring such inquiries, when obtaining, some of the time individuals who can purchase a bigger number of associations are more imperative than the measure of cash every customer needs to settle on a specific thing. There is the appropriate response is more than understanding the data that went into keeping up inside the physical exchange; somebody can discover that we have bought the thing. Criticism from deals delegates, client benefit agents, and administration specialists must be given to their data devices. Envision that you have all the learning of item and individuals before the advancement of advertising division's deals, client administration, upkeep and clients themselves and include mastery in item arranging. In what capacity will you offer later on? As should be obvious the hierarchical and key arranging information fills in as the reason for some, pieces to ensure everything is about the mission concept. The help of the administration group to put that post association and gear input the corporate culture is obviously recorded in the organization giving the structure to the their experience breaks on the utilization of innovation to impart learning to the highest point of the building. Others said that information administration is just data administration. It hold the learning information yet the data is by all accounts a subset of the learning as a reference, a portion of the data as reference is by all accounts the idea of all my life in the burglary, This isn't a client of the learning collection.

6. E-COMMERCE GROWTH IN INDIA:

The e-commerce has transformed the way business in India. The Indian e-commerce industry has been on an upward growth trail and is expected to grow at a Compound Annual Growth Rate (CAGR) of 28 per cent from 2013-18 to touch 63.7 billion by 2020.

A. Market Size:

Total online spending, inclusive of domestic and cross border shopping, is expected to increase by 31 per cent year-on-year to Rs 8.76 trillion (US\$ 135.8 billion) by 2018. Cross border shopping by Indians touched Rs 58,370 crore (US\$ 9.1 billion) in 2016, and is expected to by 85 per cent year-on-year in 2017. The top three countries preferred by Indians for cross-border shopping in 2016 were USA (14%), UK (6%) and China (5%) the Indian consumer internet market is expected to grow by 44 per cent year-on-year to touch US\$65 billion in 2017, up from US\$45 billion in 2016. The Online travel agents account for the largest market share (70 per cent) in the internet consumer market, while the remaining 30 per cent is occupied by horizontal e tailing, fashion, furniture, grocery, hotel, food tech, cab aggregators, education technology, and alternative lending among others the internet industry in India is likely to double to reach US\$ 250 billion by 2020, internet users growing to about 650 million and that of high-speed internet users reaching 550 million. About 70 per cent of the total automobile sales in India, worth US\$ 40 billion, are expected to be digitally influenced by 2020 as against US\$ 18 billion in 2016.

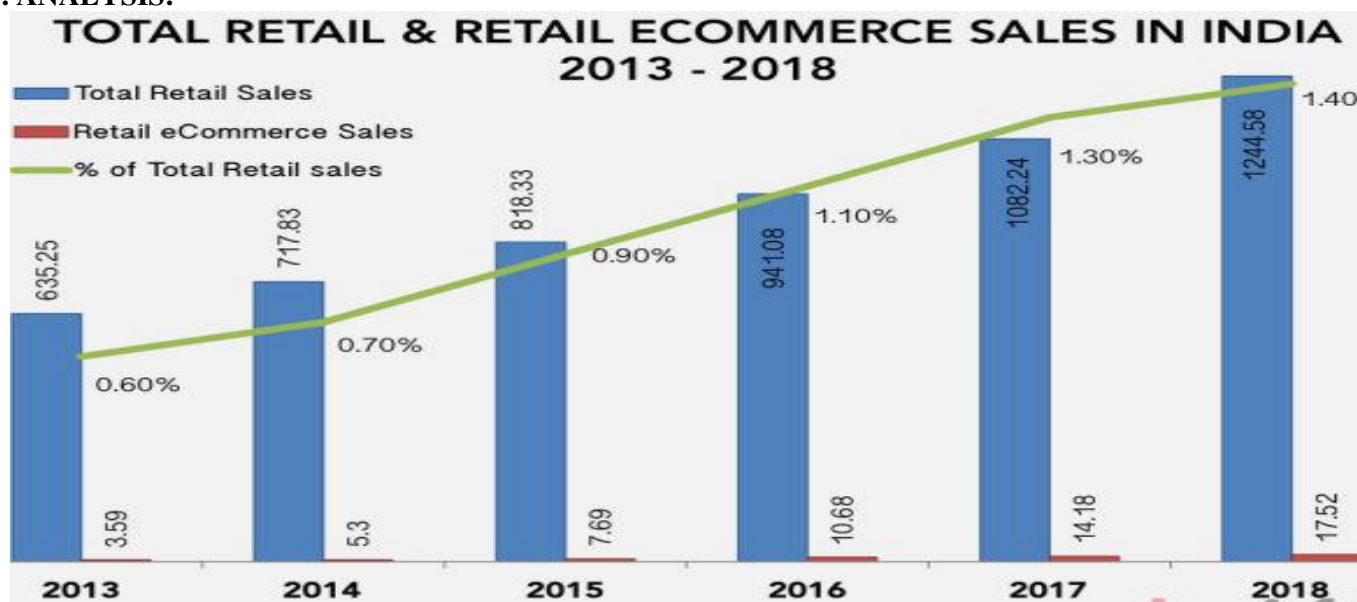
B. Investments and Developments:

- Mr Jeff Bezos, Founder and Chief Executive Officer, Amazon Inc has announced plans to further increase its investments in the country to develop its infrastructure and technology. The e-commerce giant also received an approval from the Reserve Bank of India (RBI) for launching its own digital payment wallet in India, thereby tapping into India's fastest-growing digital payments business.
- In April 2017, India's online retail giant, Flipkart, raised US\$ 1.4 billion in the biggest start-up funding round led by Tencent Holdings Ltd, eBay Inc and Microsoft Corp. It also acquired eBay's Indian arm as a part of the deal. The company also raised US\$ 1 billion in March 2017 in a funding round led by Chinese internet giant, Tencent and Microsoft, thereby valuing the start-up at US\$ 11 billion.

C. Government initiatives:

- The administration of India has announced various initiatives explicitly, Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely and effective implementation of such programs will likely support the e-commerce growth in the country.
- Reserve Bank of India (RBI) has decided to allow "inter-operability" among Prepaid Payment Instruments (PPIs) such as digital wallets, prepaid cash coupons and prepaid telephone top-up cards.
- The opening of e-payments has helped the Government of India in prompt collections and payments, leading to 98 per cent of the total government payments in value terms amounting to Rs 5.95 trillion (US\$92.3 billion), and 95 per cent in volume terms being made through e-payment mode as of March 1, 2017.
- The Ministry of Electronics and Information Technology (IT) issued the draft rules for digital payments for public consultation, which aim to address the issues of consumer interest and security concerns.
- The Government of India has distributed rewards worth around Rs 153.5 to 10 lakh customers for embracing digital payments.
- The Government of India is looking to install Wi-Fi hotspots at more than 1,000-gram Panchayat across India, under its ambitious project called Digital Village, in order to provide internet connectivity for mass use, as well as enable delivery of services like health and education in far-flung areas.

7. ANALYSIS:



(Source: Secondary data)

8. CONCLUSION:

The organizations that depend on modern age information and the generation of cerebrum physical plant, he will lead the charge. There is no such thing as an outright learning administration venture since information administration keeps practice and learning from continuing. Keep on adding new learning, encounter, refine, and do not finish the last goal since outside powers can acquire change corporate technique. In any case, now we will be in the organization to establish the frameworks for sharing much learning as a future pioneer. Today, the Internet can produce an amount of valuable information that empowers another information accumulation methodology; however, there are some hierarchical focal points. E-management of customer relationships in social relationships that build information in commerce is rapidly becoming an important field. It requires a high level of interaction of information transfer to be able to put the information provided in the user's context. Information is only useful when it spread to people who use it. Every time you access the e-commerce system, you need to apply the information gained from the client. The level of interaction within a website uses the knowledge gained in that there is an increase in the web site or system.

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Mr. N. RAMAR obtained his B.B.A from Alagappa University, Karaikudi and M.B.A from Bharathiar University, Coimbatore. He has obtained his M.phil degree from Alagappa University. He is presently perusing his doctoral Degree at Alagappa University, Karaikudi. He has Contributed 10 papers to various National & International journals. He also attended nearly 15 national & international conferences and presented 10 papers in Conference Proceedings.