

Online Business and E-Trade: Policy Issues and Strategy Perspective for India



A. Omprakash, A. Abdul Raheem, N. Mubeen Sultana

Abstract: *One central question to be tended to in the zone of Services is that of electronic trade. So as to start an arrangement banter regarding the matter, it is valuable to introduce a portion of the key inquiries and developing issues here. The WTO related issues for electronic business should be spelt out and inspected from the perspective of creating nations all in all and India specifically. For an India nation strategy and system viewpoint, it is likewise critical to zero in on a portion of the key approach structure activities that should be concentrated upon for internet business to be advantageous and fruitful. This paper looks for online business issues and methodology viewpoint for India.*

Keywords: *E-Commence, E-trade, WTO, Information Technology, Globalization*

I. INTRODUCTION

Globalization and the new 'advanced economy' together are majorly affecting the worldwide economy. Public business sectors, remembering for creating nations, have been influenced by changes in the worldwide monetary condition, and further such changes will keep on influencing endeavors and residents all through the world. The effect of online business for creating nations is at present mostly in the worldwide exchange division. Studies show that in the course of recent years the import and fare ventures have developed fundamentally, and, thusly, the effect of online business would be noteworthy. Internet business will likewise significantly affect the administrations part as not exclusively is this the quickest developing area today, it is additionally the segment with the best potential for offering digitized administration and exchanges. For a few nations this is of specific pertinence as most of their laborers are utilized in the administrations area. From the universe of promotion and dream it has moved to that of advanced reality. Since internet business as of now influences the monetary relations between and inside nations and organizations, and will keep on doing so to an ever increasing extent, it must be viewed as an issue of key approach thought. As online business development turns out to be increasingly huge, nations, for example, India

must not just address and value its potential for the development of exchange and industry yet additionally as a methods for endurance in the new universe of web based business based exchange and business. The capacity to do so will rely upon a few factors, the most significant of which will be foundation, both physical (the media transmission organization) just as the budgetary and legitimate system, including a business and exchange condition helpful for internet business. It will likewise rely upon the accessibility and cost of equipment (PCs, switches, switches, and so forth.) and programming, just as the human asset and instruction guidelines and approaches of the nation.

A. Recommendations of WTO

One such issue is internet business which is directly under examination in the WTO. Online business isn't just another innovation and another outskirts for worldwide business and exchange, it is additionally as yet advancing. Creating nations, consequently, need to comprehend, and evaluate cautiously from their point of view, the upsides and downsides of the various proposition and issues in this association that have risen at the WTO. They have to understand the conceivable effect of this new marvel on their economies and work out suitable techniques and reactions to it. Notwithstanding, not at all like most other exchange related plan things before the WTO, this is a region that isn't simply new yet additionally one where a significant number of the suggestions are so far hazy. It is basic, accordingly, to make an arrangement and administrative condition that favors the improvement of web based business and fits public methodologies in differing regions, for example, broadcast communications, exchange, rivalry, protected innovation, protection, and security.

II. CONCEPT OF E-COMMERCE

It is critical to expound on the meanings of online business as that will help decide the extension and viewpoint of the approach plan in this association. Internet business has been essentially characterized as directing business on-line. The Organization for Economic Cooperation and Development (OECD) characterizes electronic trade as another method of leading business, qualifying it as business happening over organizations which use non-restrictive conventions that are set up through an open standard setting cycle, for example, the Internet. In the WTO Work Program on Electronic Commerce, characterized, electronic business includes a wide range of business exchanges that are finished up over an electronic medium or organization, basically, the Internet. From a business perspective, internet business isn't restricted to the acquisition of an item. It incorporates, other than email and other correspondence stages, all data or administrations that an organization may offer to its clients over the Net, from pre-buy data to after-deal administration and backing.

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* Correspondence Author

A. Omprakash*, Ph.D Research Scholar, (Part-Time), PG and Research Department of Economics, The New College (Autonomous), University of Madras, Chennai, India. E-mail: omprakash@gmail.com

A. Abdul Raheem*, Associate Professor & Research Supervisor, PG & Research Department of Economics, The New College (autonomous), Chennai, University of Madras, India. E-mail: abdulraheem1967@gmail.com

N. Mubeen Sultana, Ph.D Research Scholar (Full-time), Department of Sociology, Queen Mary's College (Autonomous), University of Madras, Chennai, India. E-mail: abdulraheem1967@gmail.com

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III. MAJOR USES OF E-COMMERCE

There are basically two significant employments of internet business. The first is to utilize it to decrease exchange costs by expanding effectiveness in the utilization of both time and techniques, and hence bringing down expenses. The other is to utilize it both as a promoting device to build deals (and client administrations) just as to make new business through it—for instance, Information Technology (IT) empowered business, call-focuses, programming and upkeep administrations, and so on just as 'advanced trade'. It is consequently a device for both existing organizations just as an open door for new business, both for existing organizations just as for new contestants. In spite of the fact that the eventual fate of internet business may in any case be flighty, it ought to be noticed that in perhaps a limited capacity to focus time, everything organizations will require to realize how to utilize it—much as most organizations needed to figure out how to adjust to the telephone and fax, just more so as increasingly more exchange exchanges and flexibly chains become computerized and on-line. Web based business, nonetheless, is something beyond gadgets and trade included.

It speaks to a completely better approach for working together over a medium that changes the very principles of doing that business. It is, subsequently, definitely more about methodology and business the executives than it is about innovation. So as to comprehend web based business and its suggestions for creating nations, it is significant, thusly, to see it from the point of view of the value-based parts of web based business, for example those that speak to the business between the various players, just as the structure angles, for example those fundamental. From a business perspective, web based business isn't restricted to the acquisition of an item. It incorporates, other than email and other correspondence stages, all data or administrations that an organization may offer to its clients over the Net, from pre-buy data to after-deal administration and backing. There are basically two significant employments of online business. The first is to utilize it to lessen exchange costs by expanding effectiveness in the utilization of both time and systems, and consequently bringing down expenses.

The other is to utilize it both as a promoting device to expand deals (and client administrations) just as to make new business through it—for instance, Information Technology (IT) empowered business, call-focuses, programming and support administrations, and so on just as 'computerized trade'. It is hence an apparatus for both existing organizations just as an open door for new business, both for existing organizations just as for new participants. In spite of the fact that the eventual fate of web based business may in any case be flighty, it ought to be noticed that in conceivably a limited capacity to focus time, everything organizations will require to realize how to utilize it—much as most organizations needed to figure out how to adjust to the telephone and fax, just more so as increasingly more exchange exchanges and gracefully chains become computerized and on-line.

IV. OUTLINING E-COMMERCE IN INDIA

So what would it be advisable for us to comprehend by web based business in the Indian setting? It is imperative to characterize this as it will assist us with zeroing in on the territories where more push is required just as assist us with understanding the components of the issue. Despite the fact

that internet business has a distinct formative setting, with the end goal of this paper, its business and exchange related ramifications will be engaged upon. India's notoriety in the advanced world is because of its product fares and its product experts (what themselves' identity is frequently important for the administration trade). Over the most recent few years there has been a particular move in the Indian IT world—both outer and inside—from programming towards electronic trade.

With the end goal of this investigation thusly, internet business and its definition for India envelops three regions. Programming sends out (body shopping to online business administrations), Web-empowered administrations (record administrations to call focuses), e-business and e-exchange (dot.com, entrances, administrations, and old and new economy worldwide gracefully chains) In the primary region, an articulated move can be seen from the previous primarily low-end programming answers for conclusive sectoral programming anticipates for organizations, just as internet business programming and administrations for generally the outer part.

The subsequent zone, for example web-empowered administrations, is a consequence of the expansion of the Internet universally from one viewpoint and the 'demise of separation' for industry and administrations in the West that is driving organizations to find their call-focuses and other 'back-office' administrations in distant then again. Such administrations incorporate clinical record, protection guarantee preparing, call-focuses, web-administrations, and an entire host of rising operation.

V. A FRAMEWORK FOR STRATEGY FORMULATION

In defining a public technique for internet business, it is essential to tolerate as a main priority, if not really experience, the set strides of a traditional approach plan system. These would entomb alia include: Deciding on advancing internet business (plan setting) — this requires e-wareness,

Deciding on issue filtration, remembering characterizing the partners for the cycle, Defining the issue and anticipating the objective, Setting targets and needs (what do we need and in what manner will we realize we make them examine), the choices (what is simple as well as being available to options), Implementing the arrangement and technique, Monitoring and assessing (in a participatory and diagnostic way) and keeping up, changing and rethinking—persistently. It is additionally significant here to recognize strategy and methodology. Despite the fact that one follows from the other, it is vital for an online business trade procedure system to focus on an engaged objective arranged methodology instead of the standard thing 'volume of advancement' or the 'wading through' approach. Creating nations, for example, India has neither the assets nor an opportunity to focus on wide band or apparently exhaustive technique pointed toward changing their whole economies to coordinate the new advanced age. In this unique situation, short-or-medium term procedures are basic to pick up from the exchange and formative advantages of web based business.

A. towards a procedure for India

Regardless of whether as an instrument for advancement and administration locally, or to advance and increment send out development and global exchange, India needs to embrace a proactive job. It needs to guarantee that the advantages of internet business collect to those attempting to conquer monetary minimization because of geographic, budgetary, mechanical, or instructive impairments.

In fact, the need to close the hole between those with bountiful data nearby and the 'data poor' gives a solid justification to the advancement of online business as a public target. As has been brought out in this examination, it is basic to make a strategy and administrative condition that favors the advancement of online business and blends public methodologies in differing territories including media communications, exchange, rivalry, protected innovation, protection and security.

Since the way in to this is the telecom and Internet organization, proactive and steady arrangements are an unquestionable requirement to receive the rewards of this rising chance. Examination is, subsequently, needed to analyze various activities worldwide and their overall achievement and versatility for India.

B. Development destinations

A creating nation, for example, India faces an extraordinary test and obligation to make a favorable approach condition that, from one perspective, considers the advancement of web based business and, then again, guarantees the social target of giving access and advantages to those that can't manage the cost of it. Electronic administration, public Internet terminals, country access at financed cost, eWareness and so on are a portion of the activities that must be thought of and advanced. All the while guaranteeing that the administrative methodologies are straightforward, orchestrated, and autonomous of explicit advances alongside open and serious media communications arrangements is vital so as to draw in the venture required for telecom and online business advancement.

C. E-business and e-exchange

The truth of today is that all or the majority of our accomplishment in the IT field comes straightforwardly from programming. No-nonsense web based business or e-exchange is yet to get. This is the risk. In the event that our exchange doesn't become e-empowered rapidly, what to talk about new chances, even our current exchange will stand compromised as increasingly more of worldwide exchange changes over to computerized exchanges and trade through the Internet.

So as to dissect which of our exchange products would be appropriate for changing to the B2B worldwide gracefully chains of things to come, it might be useful to see our current exchange crate and see which of the items may perhaps deal with this simpler. Such computerized flexibly chains basically require robotization, of an extremely serious extent, of the whole gracefully chain.

The variables that could guarantee a more noteworthy possibility of consistence and versatility would be the accompanying: (a) Urban based exporter area for simpler admittance to computerization and the Internet, (b) The bigger endeavors moving first as only they have the overflow assets for digitization and presentation of ERP and EDI type robotization, (c) Where the Trading House interface is more

as they could be simply the impetus simultaneously or complete or encourage the exchange (d) Where fare is to fixed or limited number of purchasers in an industry that is changing to advanced systems and advanced gracefully chains.

Applying this model to India's significant fare things may give a sign of those that may become e-empowered simpler/speedier. Table 1.1, presents a grid that endeavors to hail the similarity for web based business exchanges of the best 12 item bunches in India's fare container. It is these items that should become e-viable for e-exchange.

Table-I Major Fare Items and Their Similarity for Web Based Business Exchanges

Product	Value in Dollar	Percentage share in total	Compatibility to criteria
Gems and jeweler	5904.05	17.54	High
Engineering goods	3803.51	11.30	High
Readymade garments	4444.42	13.20	Medium/High
Cotton yarn, fabrics etc.	2773.78	8.24	Medium
Chemicals, pharmaceuticals etc.	2646.19	7.86	High
Leather and manufactures	1653.36	4.91	Medium/High
Marine products	1038.24	3.08	Medium
Ores and minerals	890.94	2.64	Medium
Oil meals	454.56	1.36	Low
Rice	1473.90	4.37	Medium
Rubber, glass, etc.	808.07	2.40	Low
Man-made yarn, fabrics made-ups	720.82	2.14	Medium
Total (above)	267111.84	79.36	
Total (incl. Others)	33658.55	100.00	

Source: computed

From the above investigation no doubt 9 out of the 12 significant items bunch are either medium or high in their conceivable similarity to partake in internet business and on the positive part this show the possible yet on the negative side it demonstrate the risk for our existing fare birdcage of products. We should become e-viable for web based business and e-exchange, in case we lose the piece of the pie that we by and by have. Lamentably, the ground circumstance and information on the equivalent is both deficient as far as intrigue and accumulation.

D. E-business as a non-tax obstruction

For creating nations, for example, India, web based business would itself be able to turn into a non-levy boundary at the appointed time.

As increasingly more global exchange and flexibly chains become advanced over the Internet, those undertakings that are not a piece of them either remain to lose the exchange opportunity or, more than likely address a greater expense or charge for the administration or economic accord (as a 'fine' for not being e-viable).

As of now in India there are a few instances of providers getting installments electronically and banks making extraordinary administrations (and, hence, charging an extra expense) from them till such time as the financial guidelines and game plans for such exchanges are not set up.



E. Towards a WTO Arranging Position

The issues of internet business and its suggestions on the worldwide exchange system are of innovation and access. Does the worldwide condition guarantee equivalent right of section and right of utilization? Sadly not. Will the WTO and the worldwide offices guarantee such admittance to every one of their individuals? That is a long ways as a general rule, however a consistent arranging position. It prompts the practically evident interest for extraordinary and special treatment for creating nations in any online business understanding. Getting it is dubious however haggling for it might be valuable. In spite of the fact that there is little uncertainty that internet business is a significant and significant issue for world exchange, there are a few parts of it that should be additionally contemplated, particularly from the perspective of their suggestions for the creating scene. The majority of the web based business and Internet specialized and financial advancements from one viewpoint and arrangements and conversations at the WTO, ITU and so forth on the other, are occurring without a more extensive, more coordinated system which assesses the necessities of and opportunities for creating nations as to internet business and the data and interchanges innovations which encourage it. A few creating nations are in this way embracing a cautious position and are hesitant to participate in a cycle (at the WTO) which could prompt responsibilities and abandonment of their alternatives. Today the more extensive picture is still very hazy and the expenses and advantages are hard to decide and survey. Strategy creators need to request the WTO work program on internet business to likewise analyze the income and other monetary ramifications of internet business for creating nations, disintegration of market access of creating nations, and ramifications of licensed innovation systems opposite electronic trade just as innovation access at moderate expense. There are likewise a few obstacles to the accessibility of and access of this medium in creating nations and except if these are tended to all the while, the hole between the created and creating world and that between poor people and rich will just enlarge. Along these lines, while considering the advancement of web based business as a major aspect of the world exchange plan, the issues of foundation, speculation, accessibility, and minor expense of equipment and programming, mindfulness, instruction, and preparing should be likewise tended to and reviewed. On the arrangement front, the Indian moderators at the WTO may not be happy to incorporate online business as another issue on the multilateral exchange plan or framework. Obviously, in light of the fact that they might not want to assume further commitments as Indian might not have the assets to meet them. The other side of this could be that the Indian brokers and exporters may lose some conceivable access in the West or somewhere else. Do we have adequate information to choose this issue? Not for the occasion, as the internet business worldwide ramifications are themselves actually developing. It should, along these lines, be India's interest to the WTO to keep on contemplating this as a feature of their work program at a worldwide level as it might not have the assets to do it without anyone's help.

By the day's end the Indian moderators need to recollect that India is a developing head in the data age. Do we need the WTO and any concession to web based business that it might concoct? Presumably not. The business sectors in the created world that India is getting to, and will keep on needing to get to, are now genuinely liberal and open. It is,

hence, to India's greatest advantage to not be 'demanders' on the online business issue. Generally India has driven the resistance on any or most issues raised by the US and other created nations at the WTO. Maybe for this situation, it would acquire by not standing apart as 'opposers' either.

VI. CONCUSSION

Web based business is more about methodology and business the board than it is about innovation; Initiatives for a key way to deal with the advanced economy require a dynamic and not static methodology. It is fundamental to make a strategy and administrative condition that favors the improvement of internet business and fits public methodologies. Creating nations, for example, India, likewise need to set themselves up for the future multilateral exchange plan which will fundamentally incorporate internet business, for the WTO arrangements on internet business, India needs to request that the WTO itself help it in contemplating the full worldwide ramifications of internet business from the creating nation point. These would incorporate inspecting the income and other monetary ramifications of web based business for creating nations, disintegration of market access of creating nations and ramifications of licensed innovation systems opposite electronic trade and financial turn of events and innovation access at reasonable expense. India needs to get ready systems to get to the creation and gracefully chains at different stages in the advancing worldview of e-exchange. India ought to follow the methodology detailing system in showing up and observing any such arrangement. India must become e-viable for web based business and e-exchange request to safeguard its current piece of the overall industry in worldwide exchange. To do this, the Ministry of Commerce should dispatch a work program for contemplating the suggestions and pertinence of web based business in various item gatherings and zones, including administrations, and for working out systems to e-empower the Indian exchange and industry.

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AUTHORS PROFILE



A.Om Prakash, He did M.B.A in Information Technology and pursuing Ph.D (Part-time) in the Department of Economics, The New College (Autonomous), Chennai-14 affiliated by University of Madras, under the guidance of Dr. A. Abdulraheem, Associate Professor and Research supervisor, The New College (Autonomous), Chennai14. He did

various industrial project related to information technology and also visited China, Germany, France for industrial performance evaluation. He has published Eight Research papers in National and International Journals and also presented nine papers in State level Seminar and Conference both online and offline mode. His area of specialization is Information Communication Technology and Rural Development.



A.Abdulraheem, He did Ph.D in Applied Economics and M.B.A Marketing in Annamalai University and IGNOU. He has working as an Associate Professor of Economics, The New College (Autonomous), Chennai-14 affiliated by University of Madras. He has supervising six Ph.D Scholars and also produced twenty one Ph.D students. He did two UGC Projects and also conducted various seminars and conferences. He has published more than 100 research papers in and 7 books in National and International Journals/books. He has received lifetime achievement award from the new college and also received best researcher award from Researchers Associations. His area of specialization is Development Economics.



N.Mubeen Sultana, She did M.A sociology in Annamalai University and pursuing Ph.D (Full-time) in the Department of Economics, Queen Mary's College (Autonomous), Chennai-5 affiliated by University of Madras, under the guidance of Dr. K. Sakthi, Associate Professor and Research supervisor, Queen Mary's College (Autonomous), Chennai-5. She has doing research work on participation of women leaders in local village Panchayats for Environmental management. She has conducted various Social awareness regarding environment through Non-Government Organization. She has published fine Research papers in National and International Journals and also presented six papers in State level Seminar and Conference both online and offline mode. His area of specialization is environmental sociology.