



E-COMMERCE IN INDIA- ISSUES AND CHALLENGES

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1. ABSTRACT

E-Commerce means electronic commerce; E-Commerce is doing business online and electronically. E-commerce as anything that involves an online transaction. It brings a number of advantages to consumers in the form of availability of goods at a lower price, a wider selection and time savings. The general E-commerce category is divided into two parts

a) E-Finance

b) Electronic goods

E-commerce involves conducting business using modern communication tools, money transfer, system telephone, electronic payment, fax, electronic data, exchange and the Internet. This paper attempts to highlight the various challenges faced by e-commerce in India and understand the essential growth factors required for e-commerce.

This article is the result of a review of various search studies conducted on e-commerce. It explores various e-commerce opportunities ie e-business, e-learning, education, integration, e-insurance, e-commerce for WTO and developing countries and future e-commerce media. It highlight the key challenges consumers face in relation to e-commerce, i.e. ethical issues, risk perception in encounters with e-services, challenges for e-commerce, education. Act 2000 and the legal system finally many companies, organizations and communities in India are starting to tap into the potential of e-commerce. Critical challenges remain to be overcome before e-commerce can benefit ordinary people.

2. KEY WORDS:

- E-commerce
- E-Merchandise
- E-Finance
- Cyber Security
- Open and Distance Learning
- Inventory
- High Cash Burn Rates
- Supply Chain

- In Act
- Legal Systems
- Ransomware Attack

3. INTRODUCTION:-

E-commerce involves the caring business process of buying and selling goods, services and information over the Internet. This can range from online ordering, to online delivery of paid content, to financial transactions such as moving money between bank accounts. Electronic commerce is the use of electronic communication and digital information processing technology in business transactions to create, transform and redefine the relationship to create valves between the organization and the individual. Today, e-commerce is the backbone of Indian society and has become an integral part of our society's life. The first e-commerce website in India was rediff.com.

E-commerce allows us a different payment method through debit card, credit card or E-FT (Electronic Funds Transfer) payment, while e-commerce provides us with many customer benefits in terms of availability of goods at lower occupancy, wider selection and it saves time. This paper has analyzed some of the challenges and opportunities of e-commerce. Elizabeth Goldsmith et al (2000) respond that the general category of e-commerce can be divided into two parts.

a) E-merchandise: The electronic sale of goods and services and the movement of items through distribution channels e.g. thought of online shopping for tickets, music, clothing, travel, hardware goods, books, food, flowers and gifts etc.

b) E-Finance: banking, smart cards, debit cards, banking, machines, phone and internet banking.

4. OBJECTIVES OF THE STUDY:-

The paper has the following objectives:

- To study the factors influencing the distribution and forms of global electronic commerce
- To study the various challenges faced by e-commerce in India.
- To study the underlying factors for the growth of e-commerce in India.
- Explain the concept of E-commerce
- To study the prospects of India in e-commerce.

5. INDIA'S E-COMMERCE PROSPECTS:-

Services for the producer:-

A manufacturer can take advantage of e-commerce by connecting online, by providing better information about their product to other links in the trade chain, and by having a brand identity. A manufacturer can sell its goods directly to consumers and retailers. The manufacturer also provides an easy potential for communication and can no longer rely on the customer to be forced communicate with it by sending flyers or through advertisements.

a) Services for the entire distributor:

A wholesaler can take advantage of E-commerce, which is able to establish a supplier with a reputable manufacturer and connect their business with online. E-commerce also reduces the cost of creating, processing, distributing, storing and retrieving information by digitizing the process.

b) Services for people:

People can buy anything at the click of a button without moving from their home or office. Take advantage of services like banking, ticketing, airline reservations, bus, rail, hotel reservations and many more.

c) Services for retailers:

They can make a lot more information available to consumers about different things, fulfill electronic orders and be in constant contact with consumers.

6. Factors affecting the distribution and forms of global electronic commerce:-

To fully exploit the potential of the Internet and e-commerce, policy makers in both developing and industrialized countries are taking initiatives to develop Global Information Infrastructure (GII) and connect their national information infrastructure to (GII).

7. Challenges in e-commerce:

In addition to the great advantages of E-commerce, they presented many delicacies, because it is what is popularly called faceless and borderless

1. Ethical issues

- Privacy
- Security concerns
- Other ethical issues

2. Perception of risks in encounters with e-services

- E-commerce integration
- The 2000 Act and Legal Systems
- Human skills needed for E-commerce

1. Ethical issues:

- **Privacy:** Privacy consists in not interfering with the power to exclude an individual's privacy is a moral right. it is a desirable state with respect to another person's possession of information about one's own observation by other people.
- **Security:** Security concerns Fear of making online payments is a universal psychological factor among Indian customers 60% of users do not trust the web as a payment channel.
- **Other ethical issues.**

2. Perception of risks in encounters with e-services:

The replacement of e-services may seem unfamiliar, artificial and inauthentic compared to the traditional method of service processing. The consumer may believe that new Internet-based processing methods expose them to new potential, and the danger of identity theft online fraud is likely to cause alarm and fear among consumers.

3. Integration of e-commerce:

This approach requires a great deal of coordination between faculty and departments in the business school to ensure proper coverage of e-commerce education.

4. The 2000 Act and Legal Systems:

Information transmitted by electronic means, which results in a contract, raises a number of legal questions that cannot be answered within the framework of the current provisions of the Act on Contracts. The It Act does not constitute a complete code for electronic contracts. Farooq Ahmed (2001) that some of the multifaceted issues raised are summarized as follows.

(I) Creating Electronic Contracts

- a) Data exchange agreements
- b) Cyber contracts

(II) E-Transaction Validity

(III) The dichotomy of offer and invitation to treat

(IV) Communication of Offers and Acceptance

(V) Mistake in Electronic Commerce: a) Mutual Mistake b) Unilateral Mistake

(VI) Cyber space transaction jurisdictions do not know national and international boundaries and are not analogous to the 3-dimensional world in which common law principles are involved.

(VII) Identity of Parties: This issue of jurisdiction of applicable law and enforcement is not limited to national borders. These problems are global in nature and require a global solution.

5. Human skills required for e-commerce:

Successfully developing e-commerce solutions across an organization means building reliable, scalable systems

- A. security
- b. E-shop payment
- C. integration of all these existing back-end operations supply chain management d
- E. sales forces, data warehouses, customer relations

8. Essential Factors for E-Commerce Growth in India

There are online shopping and travel giants like flip kart.com. sanpdeal.com, Make mytrip.com. who have overcome the challenges and represent the perfect growth trends of e-commerce in India.

The e-commerce space is on the rise as e-commerce is likely to double in the next 2-3 years and the industry will require talent from various sectors such as technology, product, analytics, general management talent acquisition, merchandising and marketing.

- A. Customer convenience
- b. Unique or transparent

C. Location-Based Services

d. Acceptance of multi-channel investment

E. Possibility of multiple payments

9. Ransomware attack

The WannaCry ransomware attack was a May 2017 global WannaCry ransomware cyberattack that targeted Microsoft Windows computers by encrypting data and demanding a ransom in Bitcoin cryptocurrency.

This attack began on Friday, May 12, 2017, and was reported to have infected more than 230,000 computers in more than 150 countries within one day. Parts of the UK's National Health Service (NHS), which caused it to run some emergency-only services during the attack, affected Spain's Telefónica, FedEx and Deutsche Bahn, along with many other countries and companies around the world.[9] [10][11] Shortly after the attack began, a 22-year-old web security researcher from North Devon, England known as MalwareTech discovered an effective kill switch by registering a domain name he found in the ransomware code. This greatly slowed the spread of the infection and effectively stopped the initial outbreak on Monday 15 May 2017, but since then new versions have been detected that lack the kill switch. Researchers have also found ways to recover data from infected computers under certain circumstances.

Wanna Cry spreads using Eternal Blue, an exploit of the Windows Server Message Block (SMB) protocol. Much of the attention and commentary surrounding the event was generated by the fact that

The US National Security Agency (NSA) had already discovered the vulnerability, but used it to create an exploit for its own attack work instead of reporting it to Microsoft. Microsoft eventually discovered the vulnerability and released security bulletin MS17-010 on Tuesday, March 14, 2017, which detailed the flaw and announced that fixes had been released for all versions of Windows currently supported at the time, including Windows 7, Windows 8.1, Windows 10, Windows Server 2008, Windows Server 2012, and Windows Server 2016, except Windows Vista (which recently ended support). However, many Windows users did not install the patches when, two months later, on May 12, 2017, WannaCry used the Eternal Blue vulnerability to spread. The following day, Microsoft released emergency security patches for Windows 7 and Windows 8.

Those still using older, unsupported versions of Microsoft Windows, such as Windows XP and Windows Server 2003, were initially particularly vulnerable, but Microsoft has released an emergency security patch for those platforms as well. Almost all victims of the cyberattack used Windows 7, leading a security researcher to argue that its effects on Windows XP users were "insignificant" in comparison. Within four days of the first outbreak, security experts said most organizations had applied updates and that new infections had slowed. Several organizations have released detailed technical write-ups of the malware, including Microsoft, Cisco, Malwarebytes, Symantec, and McAfee.

The "payload" works in the same way as most modern ransomware: it finds and encrypts a series of data files, then displays a "ransom" that informs the user and demands payment in bitcoins. It is considered a network worm because it also contains a "transport" mechanism that spreads automatically. This transport code searches for vulnerable systems and then uses the Eternal Blue exploit to gain access and the Double Pulsar tool to install and run its copy.

11. Content :

- Description
- Kill Switch
- Eternal Blue
- Double Pulsar
- Attribution
- Cyber attack
- Ransomware analysis
- Defensive reaction
- Ransom advice
- Impact
- EternalRocks
- Reactions
- Affected organizations

12. Conclusion

In this article we discuss, E-commerce provides various services to wholesalers. who can use the benefits of e-commerce with well-known and reputable products and can link their business with online trading offers advantages such as cost efficiency, quick comparison shopping better customer service, saving information knowledge market development.

E-commerce creates new opportunities for business, it also creates new opportunities for education and academics. There appears to be enormous potential for the provision of business education.

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