

EFFECTS OF E-COMMERCE ON GLOBAL MARKET

International Business refers to the trade of goods, services, technology, capital and knowledge across national borders. As we very well know it involves cross border transaction of goods and services between countries.

With International commerce comes the very known and aggressive term ecommerce. Today Ecommerce is the king of international market. Every company today is hiring candidates with skills of technology and management. Thus it's an important prospect to be discussed to know the present scenario of global marketplace.



Today Electronic commerce offers unprecedented opportunities to both developing and developed countries. The advancement of technology has aided international business. Millions of people worldwide use the internet to do everything from research to purchasing products online.

The various use of internet by business entities includes the ability to advertise, generate, or otherwise perform regular business functions. Therefore almost all the firms are embracing the internet activities as internet is the blood of all the business today.

In the short run, the gains were likely to be concentrated in developed countries, but in long run, developing countries have more to benefit. In short run developing countries lack the infrastructure necessary to take full advantage of internet. But in long run, they can leap frog, skipping some of the stages of development of information technology through which developed countries have had to pass.

The net effect on employment will be the resultant of a complex set of interactions and will by no means be uniform across countries, geographic areas, industries or skill groups.

BENEFITS OF E-COMMERCE ON ECONOMY

The Internet is dramatically expanding opportunities for business to business and business to consumer ecommerce transactions across borders. For business to consumer transaction especially, the internet sets up a potential revolution in global commerce: the individualization of trade. It gives consumer the ability to conduct transaction directly with foreign seller without travelling to the consumers all over the world. Technology has expanded the consumer market place to an unprecedented degree.

The end results of advancement of electronic commerce are efficiency, improvements, better asset utilization, faster time to market, reduction in total order fulfillment times, and enhanced customer service.

Several studies conclude that information and communication technologies were an important factor in improving the overall efficiency of labor and capital in United States.

Talking about effects of ecommerce on international trade and employment, ecommerce offers opportunities to both developing and developed countries.

The most relevant change in the trade in services is ecommerce's information technology's ability to make non-tradable services (i.e., research and development, computing, inventory management, quality control, accounting, personal management, marketing, advertising and distribution) is traded through the use of E-commerce.

Internet effectively opens market that was previously closed; it is tempting to think it as another form of trade liberalization.

Speaking on the effect of ecommerce on employment of any country, it is expected to directly or indirectly create new jobs as well as cause job losses. New jobs will be gained in information-related goods and services, entertainment, software and digital products for instance.

Indirect creation of jobs will occur via increased demand and productivity. Jobs will be lost when e-commerce substitutes for the traditional way of doing business. Best example is the present online departments in almost all organizations. Online teams are now considered the most important part of any organization just like administration or finance department. It will not be wrong if we say that the more the efficient an online team of an organization it, in today's global market it has a higher probability of visibility and success.

Concluding this article would like to mention that "if you feel difficult to change, you will probably have a harder time succeeding. Ecommerce is all about exploring new technologies, evaluating their effects and implementing them right away. In the present scenario all the companies should welcome the changes and learn to move in hand with the technology advancements.

"IF U CHANGE YOU SUSTAIN THE INDUSTRY AND GLOBAL MARKET."

Regards

Sneha Sharma Hissaria

8 SESSION ON SALES BY MR. VIVEK NANDA

PGDM International Business department organized a Guest Session on "Can we avoid sales in professional life?" by Mr Vivek Nanda, National Manager-Direct Sales, Sharp Business India on 8th December 2018. He initiated the discussion with the basics of sales and explained the concepts of direct sales. He emphasized the importance of Sales in a company and how companies now a days are shifting from traditional sales to the modern sales where everything is shifted to digital platforms. He discussed practical and real time examples for much clarity of concept of direct sales. The session was very interactive & highly valuable for the students. The lecture proved to be bridge between theory & practice.



INDUSTRIAL VISIT BANAS DAIRY

An Industrial Visit was organised for PGDM-International Business students to Banas Dairy-A Unit of Amul on Nov 28,2018 located at Faridabad, Haryana. The students were guided with information of industry by the Marketing Team, Quality team ad Production team of Amul. The students were guided though the Dairy Plant starting from the collection point to the processing and packaging unit. The students were shown various processes and machinery involved in milk procurement from the farmers till the point it reaches the customer.



The Amul team explained the quality standards they maintain. The students enquired about the procurement method, quality of milk, and logistics of collection of the milk being packed in Faridabad. They also enquired about their future plans like about any new product launch.

A GREAT SESSION ON ENTREPRENEURSHIP BY MS SNEHA SHARMA

PGDM International Business organised a Guest Alumni Session on "Entrepreneurship and its challenges" on 13th October 2018 by Ms Sneha Sharma Hissaria (An Alumni of PGDM-International Business). Our Alumni Ms Sneha Hissaria (Co-Founder, Nyari A woman ethnic brand) shared her experience on challenges faced on starting a new venture. She spoke about how one should start a business and expand it cross border. She also connected her venture towards digital platform and explained the importance of digital marketing. She encouraged the students for entrepreneurship as many students were sharing their business ideas. It was an interactive and great learning experience for the students of PGDM International Business.



ENHANCED KNOWLEDGE THROUGH KNOWLEDGE SYMPOSIUM

Knowledge Symposium 2018 by International Business Department of JIMS

Jagan Institute of Management Studies organized Knowledge Symposium 2018 on “Exporting to Emerging Markets –Opportunities & Challenge” in collaboration with Federation of Indian Export Organization (FIEO) at India Habitat Centre on 27th October 2018.

The Session was divided into two technical sessions: (I) Marketing Strategies for Exporting to Emerging delivered by Prof S.K Jain, Professor, Delhi School of Economics Countries and (II) Potentials of Exports and Preventing

Fraudsdelivered by Dr. Abhay Sinha (Regional Director - Pharmaceutical Export

Promotion Council) and Prof. Ashok Bhagat (Member ICC and Dean, JIMS)

Experts from the export and Import Industry, trade, government organizations,

international business support institutions and academics were present at

the symposium The program was well appreciated by all.



SOCIAL EVENT ON TRANSGENDER

PGDM International Business organized a session of social sensitization for transgender community with NGO named PAHAL on November 16, 2018. Professor S C Kapoor inaugurated the session by explaining the difficulties that transgender community faces.

After that, the mentors in PAHAL, Mr. Pradeep and Miss. Sarita shared their experiences and hardships that they have gone through in their lives because of their sexuality. Listening to TRANSGENDERS made us understand the amount of marginalism this group faced cannot really be described. Besides sensitizing the society, we need to boost self-esteem even within community.

Didis also shared that how they came out with the hardships in their lives and how now they are leading their lives successfully. After listening to them, everyone got emotional and understood that Transgenders are not malfunctional people. They are like any other human being with beautiful dreams in their eyes, to which we all should support and cherish.



SESSION ON RISK MANAGEMENT

PGDM International Business department of JIMS conducted "Alumni Interaction" on "Exports Product, Procedure and Risk Management " on 3rd Nov 2018. Our Alumni Mr Praduman Gupta (PGDM 2006-09) currently associated with Lasco Shipping Co. Pvt. Ltd.

as Manager (SALES & MARKETING). He spoke about the career in International Business and Export-Import Industry. The session was a great learning experience for the students of PGDM International Business since the speaker himself was from the shipping background who cleared the concepts of logistics. The session helped the students to bridge the gap between theory and practice.

