

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at:

[Ulrich's Periodicals Directory](#)®, [ProQuest](#), U.S.A., [EBSCO Publishing](#), U.S.A., [Cabell's Directories of Publishing Opportunities](#), U.S.A., [Google Scholar](#),

[Open J-Gate](#), India [link of the same is duly available at [Inflibnet of University Grants Commission \(U.G.C.\)](#)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5000 Cities in 187 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

| Sr. No. | TITLE & NAME OF THE AUTHOR (S) | Page No. |
|---------|---|----------|
| 1. | BASAVESHWARA AND MAHATMA GANDHI: THOUGHTS ON EQUALITY <i>DR. KICHIDI CHANNAPPA</i> | 1 |
| 2. | ROLE OF IRDA IN INSURANCE SECTOR AN ANALYTICAL STUDY <i>PREETI DIXIT & DR. SANJEEV MAHROTRA</i> | 5 |
| 3. | EFFECT OF EMPLOYEE EMPOWERMENT ON JOB PERFORMANCE IN BANKING SECTOR <i>G. SREELAKSHMI & DR. D. SURYACHANDRA RAO</i> | 10 |
| 4. | PERFORMANCE OF NATIONAL PENSION SCHEME IN INDIA <i>ANANTH.S & BALANAGA GURUNATHAN.K</i> | 13 |
| 5. | PROTECTION OF WOMEN AGAINST DOMESTIC VIOLENCE ACT, 2005: A CRITICAL ANALYSIS <i>DR. ARCHANA BHATIA</i> | 17 |
| 6. | TACIT KNOWLEDGE MANAGEMENT: A REVIEW <i>SUBASHINI R & VELMURUGAN G</i> | 20 |
| 7. | A STUDY ON ICT INITIATIVES IN THE SALE OF AGRICULTURAL PRODUCE AT APMC's IN KARNATAKA <i>NAGARAJU.R & DR. PRALHAD. P. RATHOD</i> | 23 |
| 8. | ETHICAL WORKPLACE CULTURE: A KEY TO EMPLOYEE SATISFACTION <i>DR. SUPRIYA CHOUDHARY</i> | 27 |
| 9. | COMPARATIVE STUDY OF FAME AND SEQUENCE ANALYSIS FOR IDENTIFICATION OF BACTERIA FROM INDUSTRIAL WATER OF KRIBHCO <i>N.J. NAIK</i> | 31 |
| 10. | GROWTH OF RETAIL INDUSTRY IN INDIA <i>DR. PAWAN KUMAR SINGH & DR. SHRIKRISHNA TRIPATHI</i> | 36 |
| 11. | SEGMENT REPORTING: AN ESSENTIAL TOOL FOR STAKEHOLDERS (A CASE STUDY OF SEGMENT REPORTING OF SAUDI ARABIA COMPANY) <i>DR. ABHINNA BAXI BHATNAGAR</i> | 40 |
| 12. | IMPACT OF E-COMMERCE IN INDIAN MSMEs <i>GURMEEN KAUR</i> | 45 |
| 13. | AN OVERVIEW OF MUTUAL FUND TOWARDS INVESTOR'S PERCEPTION <i>N. SAKTHI SELVA ROHINI</i> | 49 |
| 14. | TALENT MANAGEMENT IN EDUCATION SECTOR <i>NAGESH C L</i> | 52 |
| 15. | CUSTOMER SATISFACTION OF AIRTEL CELLULAR SERVICE IN CUMBUM TOWN, THENI DISTRICT, TAMILNADU <i>DR. A. SULTHAN MOHIDEEN, M. MOHAMED ISHAQ & M. MOHAMED ILYAS</i> | 55 |
| 16. | E-GOVERNANCE: A CHALLENGE FOR INDIA <i>DR. MALIKA BHIYANA & RAVI KUMAR BARWAL</i> | 61 |
| 17. | ENTREPRENEURIAL LEADERSHIP STYLES AND ORGANISATIONAL PRODUCTIVITY OF FINANCIAL SECTOR IN CAMEROON <i>NKAM MICHAEL CHO, MUSIBAU AKINTUNDE AJAGBE, LAWRENCE UCHENNA OKOYE & EKANEM EDEM UDO UDO</i> | 64 |
| 18. | WOMEN's MENTAL HEALTH IN INDIA: ISSUES AND CHALLENGES <i>DR. BASALINGAMMA S H & DR. RASHMI RANI AGNIHOTRI H.R</i> | 71 |
| 19. | AAJEEVIKA: A MISSION TO ENHANCES LIVELIHOOD AND MAKES SELF EMPLOYMENT OF RURAL PEOPLE AND WOMEN <i>RICHA VERMA & AMBUJ SRIVASTAV</i> | 75 |
| 20. | CONSUMER BEHAVIOUR REGARDING INDIAN BRANDED GOODS: A STUDY OF APPAREL INDUSTRY OF LUDHIANA <i>SUKHVINDER KAUR</i> | 78 |
| | REQUEST FOR FEEDBACK & DISCLAIMER | 83 |

CHIEF PATRON**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR**DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

SURJEET SINGH

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation/Post* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. ***It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.***
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

IMPACT OF E-COMMERCE IN INDIAN MSMEs

GURMEEN KAUR
ASST. PROFESSOR
AKAL UNIVERSITY
TALWANDI SABO

ABSTRACT

The e-commerce sector in India is projected to cross USD80 billion by 2020 and USD 300 billion by 2030. The MSME sector accounted for more than 17 percent of GDP in 2014 while contributing to 45 per cent of the nation's industrial output and 40 per cent of the total exports. The MSMEs in India add over 1.3 million jobs per year. By adopting E-commerce, MSMEs shall achieve significant advantages such as increased revenue and margins, improved market reach, access to new markets, cost savings in marketing and communication spend customer acquisition and improved customer experience. The growth of Indian e-commerce sector is voted on a number of drivers but real and tangible allenges exist which must be addressed for this sector to boost the Indian economy as intended patchy internet connectivity due to underdeveloped infrastructure, a general lack of awareness about the benefits that e-commerce offers and lack of trust among organisations considering to go online

KEYWORDS

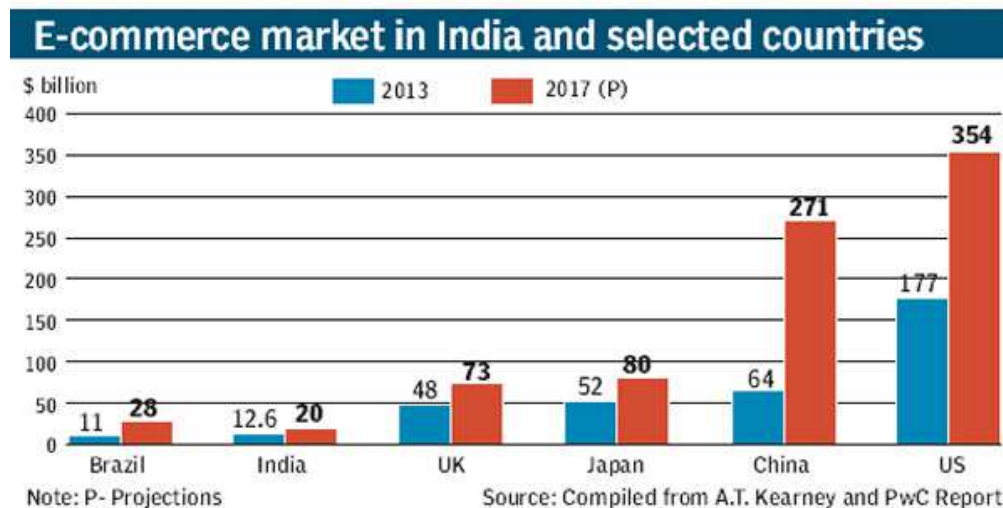
e-commerce, MSMEs, customer experience, revenue, organisations.

INTRODUCTION

The e-commerce sector in India is projected to cross USD80 billion by 2020 and USD 300 billion by 2030. Increasing Internet Penetration, growing adoption of smart phones and increased market awareness shall further accelerate the growth of e-commerce in India. In the year 2014, India has around 281 million internet users, and the number is expected to increase to 640 million by 2019. The MSME sector accounted for more than 17 percent of GDP in 2014 while contributing to 45 per cent of the nation's industrial output and 40 per cent of the total exports. The MSMEs in India add over 1.3 million jobs per year. By adopting E-commerce, MSMEs shall achieve significant advantages such as increased revenue and margins, improved market reach, access to new markets, cost savings in marketing and communication spend customer acquisition and improved customer experience. Although MSMEs in India may or may not have online presence, 43 per cent of them participate in online sales in India. The Indian regulars and e-commerce players recognise the challenges faced by SMEs sellers to explore a new channel for marketing, sales and Customer Service. The Indian government's initiative such as "Make in India" also aimed at facilitating growth of MSMEs in the county, and enable them to tap into the potential of e-commerce.

The growth of Indian e-commerce sector is voted on a number of drivers but real and tangible allenges exist which must be addressed for this sector to boost the Indian economy as intended patchy internet connectivity due to underdeveloped infrastructure, a general lack of awareness about the benefits that e-commerce offers and lack of trust among organisations considering to go online.

FIG. 1



MSMEs THE BACKBONE OF THE INDIAN ECONOMY

MSMEs in India contribute around 17 per cent to the country's GDP. They also make a significant contribution to India's exports and Industrial Output at 40 per cent and 45 per cent respectively.

E-COMMERCE AN ENGINE OF GROWTH FOR MSMEs IN INDIA

Despite the significant contribution to the Indian economy, MSMEs are faced with a number of challenges including competitive pressures, locally, nationally and internationally.

MSMEs need to improve access to new customer segments and reach customers in all corners of the world. This is where e-commerce comes in to improve their competitiveness and provides business a platform to achieve on a truly global scale.

WHAT IS E-COMMERCE?

Electronic commerce refers to a wide range of online business activities for products and services. It also pertains to "any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact. E-commerce is usually associated with buying and selling over the Internet, or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network.

MODES OF E-COMMERCE

Business to Business (B2B)

B2B is e-commerce between businesses such as between a manufacturer and a wholesaler or between a wholesaler and a retailer. The most common users of B2B online classifieds are Micro, Small and Medium Enterprises (MSMEs) these small businesses lack the requisite financial resources and, therefore, find it difficult to market their products and services to potential clients through traditional media such as newspapers, banners and television. Trade through online B2B portals increases the visibility of MSMEs in the marketplace and helps them overcome barriers of time, communication and geography. B2B engages complex procurement, manufacturing, planning collaboration, payment terms, and round-the-clock performance agreements. In one sense, B2B is shared commerce. Companies create a long-term alliance and lessen the cost of doing business.

Business to Consumer (B2C)

The B2C market in India generates the bulk of revenues across the consumer-facing modes of e-Commerce for purchase or sale of goods and services is known as B2C. Although B2C e-commerce receives a lot of attention, B2B transactions far exceed B2C transactions. According to IDC, global B2C transactions are estimated to have reached US\$ 1.2 trillion at the end of 2012, ten times less than B2B transactions. B2C e-Commerce entails business selling to general public/ e-catalogues that make use of shopping place. There are several variants in B2C model that operate in e-commerce arena. Furthermore, though online travel has typically held a major share of the B2C market, online retail is also growing rapidly and is expected to significantly increase its share.

Consumer-to-Consumer (C2C)

India's C2C market, though currently small, is set to grow with the entry of several players. These entrants are attracting VC investment. The C2C segment shows rapid growth in coming years their online portals are also garnering significant traffic. Participants in an online market place can buy and sell goods to each other. Because one party is selling, and thus acting as a business, this treats C2C transactions as part of B2C electronic commerce.

DEFINITION OF MSME

TABLE 1

| Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 | | |
|---|-----------------------------------|----------------------------|
| Profile | Manufacturing | Service Based |
| | Investment in Plant and machinery | Investment in equipment |
| Micro | Under INR 25 lakh | Under INR 10 Lakh |
| Small | INR 25 Lakh to INR 5 Crore | INR 10 Lakh to INR 2 Crore |
| Medium | INR 5 Crore to 10 crore | INR 2 Crore to 5 crore |

Source: msme.gov.in

OBJECTIVES OF THE STUDY

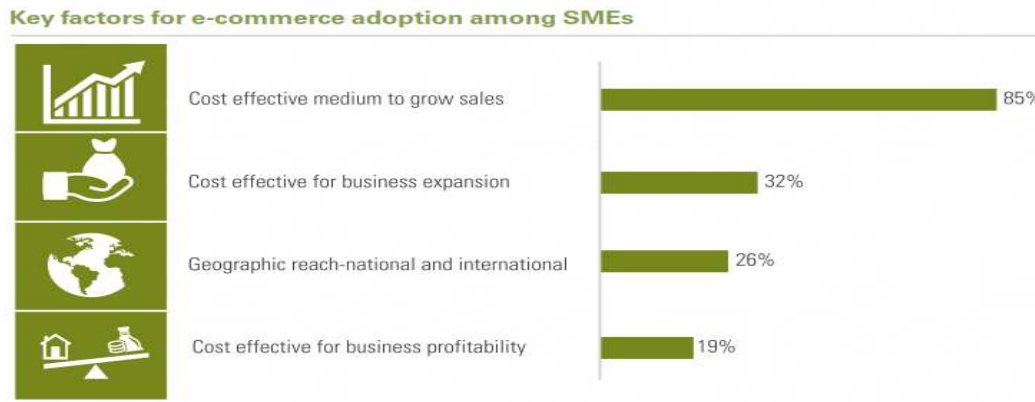
The objectives of the present study are:

1. To study the benefits of E-commerce to MSMEs
2. To understand and find out the barrier faced by the MSMEs in adopting E-commerce

BENEFITS OF E-COMMERCE TO MICRO SMALL AND MEDIUM SIZE ENTERPRISES (MSMEs)

E commerce builds on traditional commerce by adding the flexibility and speed offered by electronic communications which can facilitate efforts to enhance operations that lead to substantial cost savings, as well as increased competitiveness and efficiency through the redesign of traditional business methods. Indian companies intending to join the e-commerce business must consider the short term and long term benefits that the companies will get. Hoi, J., Shim, J. P. and Yin, A. (2003) observed that increasing international exposure and enhancing customer service quality and responsiveness is one of the perceived benefits of e-commerce to MSMEs. Both MSMEs and large businesses have benefited from the adoption of e-commerce are considered as follows:

FIG. 2



Source: SMEStreet survey-The Status of e-commerce among Indian MSMEs (MSME Insights), 2014

• WEB PRESENCE

Web presence is an own website makes a company visible across geographical boundaries for a company as an entry to the virtual market place which offers tremendous advantages to companies of any size and sector. Web sites can help a company by providing timely and other relevant information to customers about the products and services that are offered. One of the important benefits that a company gets out of a web presence is image enhancement, larger influence of the brand and expansion of overseas market as well as national market.

• IMPROVED GEOGRAPHIC REACH AND ACCESSIBILITY

The internet transcends all geographic boundaries and provide an opportunity for MSMEs to connect with several buyers and sellers across geographies. This enables them to enter international markets at a fraction of the cost and gives them the opportunity to directly compete with global giants within their industry, thereby contributing to the government's 'Make In India' Campaign. Julta, D., Bodorik, P., Dhaliwal, J. (2002) Studied that e-commerce can improve MSMEs ability to compete with the large organization and bring smaller supplier to compete internationally or regionally from being lack of knowledge and expertise about international trade issues and foreign markets and thus upgraded a company to international scale

• SUPPLY CHAIN

A proper supply chain can help in reducing costs while ensuring the customers to get right quality of product at the right place and at the right time and at the least cost where it helps the companies in refining their supply chain to a large extent. Channel partners work together in an environment of trust and results are

seen through reduction in costs, proper maintenance of stocks in the inventory and cycle time reduction. Refinement of supply chain can also be possible over traditional route but e-commerce provides far too many benefits over the traditional route.

- **ENHANCED CUSTOMER SERVICE**

E-commerce provides lot of opportunities to enhance customer service for example a bank customer who has an online access to his account is spared the burden of visiting the bank branch and carrying out transactions in the traditional way which saves a lot of time and results in improved customer service and satisfaction.

Matlay, H. (2001) studied that while many MSMEs have adopted e-commerce in order to gain a greater share of the global market; many other MSMEs are simply intent on improving internal efficiency

- **COMPETITIVE PRICING**

E-commerce offers the benefit of online ordering of goods and payment options. Buyers and sellers come together in electronic market place and it is a win-win situation for both at competitive pricing and sellers do not have to build brick and mortar stores which results in direct reduction of costs of the products and the companies pass on to this benefit to their customers. MSME segment players can make online bidding or quoting prices of products in an electronic marketplace constraint of bidding in the traditional way to overcome the result in increase in business for many organizations.

- **INTERNAL BUSINESS PROCESSES**

Internal Business Processes can be linked with the E-commerce of an enterprise where the Companies can link the e-commerce initiative with their enterprise resource planning, supply chain management and customer relationship management initiatives through a seamless integration of business processes and providing great value to the end customers if taken properly will also help companies to stay ahead of the competition

- **INCREASE IN REVENUES**

MSMEs not availing e-commerce facilities has limited geographical reach and therefore the efforts in expanding the consumer base which is acquired over a long period of time, e-commerce aids MSMEs in conducting business by providing them with the global platform that leads to increased revenue generated.

The improved speed to market, global consumer base and flexibility to conduct business can potentially boost the MSMEs revenue by providing e-commerce specific advantages such as more customers, service and feedback channels to improve future sales.

- **LOWER MARKETING AND DISTRIBUTION SPEND**

E-commerce players are spending heavily on both digital and traditional media for improving site traffic, acquiring customers, building relationships and ultimately improving sales.

MSMEs could reduce expenses and even offline advertising and thereby optimising the overall marketing and sales spend. Additionally, e-commerce adoption reduces the cost associated with traditional marketing as well as cost required for opening additional stores at multiple locations.

- **SHORTER TIME TO MARKET**

The window of demand for a particular product category can be very short, and if companies fail to respond to the demand in the given time, they could miss out on the opportunity.

The ability to introduce a product into the market before competitor does could be a key success factor and there are few sectors in which this is more conceivable than in e-commerce. Adopting e-commerce enables faster communication between MSMEs sellers and buyers and helps to avoid potential chaos in the supply chain.

They can streamline communications, eliminate redundant processes, and improve order management capabilities.

- **INCREASE IN PROFIT MARGINS**

Adoption of E-commerce enables MSMEs to take advantage of third party trading platforms with limited or no investment in developing and hosting online storefronts and in managing infrastructure/operations for packaging, logistic, warehousing etc. This may boost the profit margins by reducing overhead costs and upfront capital investment.

E-commerce platforms allows MSMEs to engage directly with consumers without the need for any middle man or agent which further results in reduced transaction costs.

BARRIERS TO ECOMMERCE ADOPTION IN INDIA MSMEs

TABLE 2

| | |
|-----|--|
| 1 | Lack of finance/managerial skills |
| 2 | Lack of equipment and technology |
| 3 | Lack of access to international market |
| 4 | Lack of support service, Multiple of taxes. |
| 5 | Lack of Focus and inadequate market research, lack of proper book keeping, inability to separate business and family finance, Lack of business strategy, inability to utilise access modern technology; inability to distinguish between revenue and profit; lack of succession plan; inability to employ the right calibre of staff |
| 6 | Poor management practices; lack of entrepreneurial skill; Lack of educational; and technical ground |
| 7. | High cost of Implementation; |
| 8 | E-commerce is too complex to implement. |
| 9 | Lack of technical skills and IT knowledge amongst employees; Lack of computer literate/ specialised staff, |
| 10. | Lack of Critical mass among customers, suppliers and business partners, Heavy reliance on external consultants. |

REFERENCES

1. Andam, Z.R.B.(2003) "e-commerce and e-business" Available at: <http://www.unapcict.org/ecohub/resources/e-commerce-and-e-business>
2. Awad, Elias M.A (2008), "Business to Business E-Commerce" Electronic Commerce from Vision to Fulfilment, Pearson Prentice Hall, McIntire School of Commerce University of Virginia, pp 353-385.
3. Barua, Anitesh, Prabhudev Konana, Andrew B. Whinston, and Yin Fang (2001). Driving E- Business Excellence. MIT Sloan Management Review, 43 (1), 36-44, 2001.
4. Caldeira, M.M. and J.M. Ward, Understanding the successful adoption and use of IS/IT in SMEs: An explanation from Portuguese manufacturing industries, Information System Journal., 12: 121-152, 2002.
5. Chan, S., and Davis, T., Partnering on extranets for strategic advantage, Information Systems Management, Vol. 17, No 1, pp. 58-64, 2000.
6. Dube Thulani, Chitura Tofara, Runyowa Langton. (2010). Electronic Commerce Benefits and Adoption Barriers in Small and Medium Enterprises in Gweru. Journal of Internet Banking and Commerce, 15(1)
7. Hoi, J., Shim, J. P. and Yin, A. (2003). "Current Progress of E-commerce Adoption: SMEs in Hong Kong", Communications of the ACM, pp 46(9).
8. Kaynak, E., E. Tatoglu and V. Kula, An analysis of the factors affecting the adoption of electronic commerce by SMEs: Evidence from an emerging market, International Market Review, 22: 623-640, 2005.
9. Nasco, S.A., E.G. Toledo and P.P. Mykytyn Jr, (2008.) "Predicting electronic commerce adoption in Chilean SMEs" Journal of Business Research, 61: 697-705,
10. Schafer, Ben J., Konstan, Joseph and Riedi, John. (2002). "Recommender systems in ECommerce" groplens research project, department of computer science and engineering university of Minnesota.
11. Shin, N. (2001). Strategies for competitive advantage in electronic commerce. Journal of Electronic Commerce Research, Vol. 2, No.4, pp. 34-41.

12. Sridhar Vaithianathan, "A review of e-commerce literature on India and research agenda for the future", Journal of Electronic commerce Research, Springer USA, Vol.10, Issue 1, pp 83-97,2010.
13. Surabhi Saxena, Rishi Asthana, Deepak Singh (2014). A Review of Electronic Commerce Adoption Barriers in Small and Medium Enterprises (SMEs) in India, Proceedings of 11th IRF International Conference, India, ISBN:978-93-84209-27.
14. Wongpinunwatana, N. and C. Lertwongsatien, E-commerce adoption in Thailand: An empirical study of Small and Medium Enterprises (SMEs), Journal of Global Information Technology Management, 6:67-82, 2003.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

