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RESHAPING E-COMMERCE IN INDIA: PANDEMIC-DRIVEN GROWTH AND TRANSFORMATIONS

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ABSTRACT

The practice of buying and selling goods and services through computer networks, including the internet, is commonly referred to as electronic commerce or e-commerce. E-commerce has played a pivotal role in assisting businesses in expanding their market presence, offering cost-effective and efficient channels for the distribution of their products and services. The global lockdown imposed in response to the COVID-19 pandemic has had a profound impact on various aspects of human life, and the world economy is no exception. This present study examines the influence of the pandemic on the growth of e-commerce in India, focusing on a survey of 100 respondents. The research reveals a significant shift in people's shopping behaviors due to COVID-19. It identifies a positive correlation between the pandemic and the surge in e-commerce activities within India. Furthermore, the study emphasizes the necessity of implementing rigorous measures to combat fraudulent and deceptive e-commerce websites for the continued development and trustworthiness of the e-commerce industry.

A DETAILED STUDY ON CSR ACTIVITIES OF LARGE LISTED COMPANIES IN INDIA

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ABSTRACT

Corporate Social Responsibility (CSR) has become a very popular concept worldwide and also in India. CSR is the obligation of a organisation to protect and enhance the welfare of the society within which the Organisation conducts its business. It means that the business should consider and take decisions and actions such that it will protect and improve the welfare of the society. The areas of Social Responsibility include the welfare of all stake holders of an Organisation like Share Holders, Employees/Workers, Customers, Government, Suppliers, Society etc. Regulatory Policies of the Government/Regulatory Bodies, Consumer Pressure/Employee Pressure/Investors pressure, Globalisation and the need to maintain global standards of CSR, emergence of NGO's, Social Accountability Audit (SA 8000), making it compulsory for certain large companies in India to initiate CSR activities etc have given great impetus towards the growth of CSR in India. In this background, the article analyses the CSR activities of top listed companies in India and concludes that although large listed companies are doing good CSR work, small and medium sized companies who do not have to mandatorily undertake CSR activities can also contribute towards Corporate Social Responsibility albeit in a moderate way so that the concept of CSR encompasses all Organisations in India.

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Thanking you profoundly

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