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(71)Name of Applicant :
1)Dr. JAINENDRA KUMAR VERMA
 Address of Applicant :ASSOCIATE PROFESSOR, DEPARTMENT OF ECONOMICS, CENTRAL UNIVERSITY OF KASHMIR, GREEN CAMPUS, GANDERBAL-191201, KASHMIR Ganderbal -----

2)Dr.J. KUMAR
3)Ms.S.KEERTHANA
4)Dr. V.KANNAN
5)Dr.ANITA SINGH
6)Dr.P.KRISHNAVENI
7)Ms.SWARNAM S
8)Ms. RISHA THAKUR
9)Ms. A.HANIS SULTANA
10)Dr.S.PRAMILA
11)Mrs. MENDA SREEVANI
12)Dr. U. JAHIR HUSSAIN

Name of Applicant : NA
 Address of Applicant : NA

(72)Name of Inventor :
1)Dr. JAINENDRA KUMAR VERMA
 Address of Applicant :ASSOCIATE PROFESSOR, DEPARTMENT OF ECONOMICS, CENTRAL UNIVERSITY OF KASHMIR, GREEN CAMPUS, GANDERBAL-191201, KASHMIR Ganderbal -----

2)Dr.J. KUMAR
 Address of Applicant :ASSOCIATE PROFESSOR, COMMERCE, SRM INSTITUTE OF SCIENCE AND TECHNOLOGY RAMAPURAM CAMPUS,CHENNAI , TAMILNADU-600 089, INDIA Chennai -----

3)Ms.S.KEERTHANA
 Address of Applicant :ASSISTANT PROFESSOR, MBA, K.S.RANGASAMY COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS), TIRUCHENGODE, NAMAKKAL-637215, INDIA Namakkal -----

4)Dr. V.KANNAN
 Address of Applicant :MANAGING DIRECTOR, CLDC RESEARCH AND DEVELOPMENT, NO.997, METTUPALAYAM ROAD, NEAR X-CUT SIGNAL, R.S.PURAM, COIMBATORE, TAMIL NADU - 641002. INDIA (BHARAT) Coimbatore -----

5)Dr.ANITA SINGH
 Address of Applicant :PROFESSOR, SHARDA UNIVERSITY ,GREATER NOIDA, GREATER NOIDA, UTTAR PRADESH, UTTAR PRADESH Greater Noida -----

6)Dr.P.KRISHNAVENI
 Address of Applicant :PROFESSOR, DEPARTMENT OF MANAGEMENT STUDIES, SNS COLLEGE OF TECHNOLOGY, COIMBATORE, TAMIL NADU-641107, INDIA Coimbatore -----

7)Ms.SWARNAM S
 Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF MANAGEMENT STUDIES, SNS COLLEGE OF TECHNOLOGY, COIMBATORE, TAMIL NADU-641107, INDIA Coimbatore -----

8)Ms. RISHA THAKUR
 Address of Applicant :RESEARCH SCHOLAR , SCHOOL OF BUSINESS STUDIES , SHARDA UNIVERSITY , GREATER NOIDA , UTTAR PRADESH – 201306, INDIA Greater Noida -----

9)Ms. A.HANIS SULTANA
 Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF MANAGEMENT STUDIES, SNS COLLEGE OF TECHNOLOGY, COIMBATORE, TAMIL NADU-641107, INDIA Coimbatore -----

10)Dr.S.PRAMILA
 Address of Applicant :ASSOCIATE PROFESSOR, SCHOOL OF COMMERCE, FINANCE & ACCOUNTANCY, CHRIST UNIVERSITY, GHAZIABAD, UTTAR PRADESH- 201003, INDIA Ghaziabad -----

11)Mrs. MENDA SREEVANI
 Address of Applicant :DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING, INSTITUTE OF AERONAUTICAL ENGINEERING, DUNDIGAL- 500043, HYDERABAD, INDIA Hyderabad -----

12)Dr. U. JAHIR HUSSAIN
 Address of Applicant :ASSISTANT PROFESSOR , PG & RESEARCH DEPARTMENT OF COMMERCE, JAMAL MOHAMED COLLEGE (AUTONOMOUS) , (AFFILIATED TO BHARATHIDASAN UNIVERSITY), TIRUCHIRAPPALLI, TAMIL NADU-620 020, INDIA Tiruchirappalli -----

(57) Abstract :
 The rise of e-commerce has had a significant impact on the global economy, particularly in emerging markets. As technology continues to advance and digital connectivity becomes more accessible, the potential for growth in these markets is immense. In this technical abstract, we will analyze the significance of e-commerce in emerging markets, highlighting its various benefits and challenges. One of the major advantages of e-commerce in emerging markets is its ability to bridge the gap between sellers and buyers. It provides a platform for small and medium-sized businesses to reach a wider market, both domestically and internationally. This has opened up new avenues for growth and increased competition, leading to improved product offerings and lower prices for consumers. E-commerce has also streamlined the supply chain process, making it more efficient and cost-effective. With the help of digital platforms and tools, businesses can now track inventory, manage orders, and monitor shipments in real-time. This has reduced the overall cost of doing business, making it easier for companies to enter and compete in emerging markets. Moreover, the growth of e-commerce has also led to the creation of new job opportunities in these markets. With the rise of online marketplaces and platforms, there is a growing demand for skilled professionals in areas such as digital marketing, logistics, and data analytics. This creates a ripple effect, as these jobs contribute to economic growth and improve the standard of living. However, the implementation of e-commerce in emerging markets also comes with its own set of challenges. One of the main barriers is the lack of digital infrastructure and connectivity. Many regions, especially in rural areas, face challenges such as poor internet connectivity and insufficient digital literacy. This makes it difficult for businesses to fully utilize e-commerce and for consumers to access online shopping platforms. Another challenge is the lack of regulatory frameworks and consumer protection laws in some emerging markets. This creates a sense of uncertainty for businesses and consumers, as they may be hesitant to engage in online transactions due to concerns over data privacy and security. In conclusion, the significance of e-commerce in emerging markets cannot be ignored. It has transformed the way businesses operate and has opened up a new world of opportunities. However, there are still challenges that need to be addressed for e-commerce to reach its full potential in these markets. Governments, businesses, and other stakeholders must work together to improve digital infrastructure, implement effective regulations, and promote digital literacy to fully reap the benefits of e-commerce in emerging markets.