

The background of the cover is a photograph of a forest in autumn. The trees have vibrant orange, red, and yellow leaves. The ground is covered in fallen leaves, and the scene is reflected in a body of water in the foreground. The text is overlaid on this image.

# **Recent Trends of the Sustainable Development**

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# **E-COMMERCE AND BUSINESS**

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## **Introduction**

E-commerce has a significant impact on business costs and productivity. E-Commerce has a chance to be widely adopted due to its simple applications. Thus it has a large economic impact. Electronic Commerce provides the capability of buying and selling products and information on the internet and other on-line service. Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. Electronic commerce is transforming the marketplace by changing firms' business models, by shaping relations among market actors, and by contributing to changes in market structure. It's difficult to single out the impact of electronic commerce. Some businesses addresses three themes associated with electronic commerce and the organizational changes it entails: changes in business models, changes in market structure and opportunities for economic growth created by organizational change. Electronic commerce creates the possibility of new models For organizing production and transacting business, by offering inters modality and complementarily – not only substitution – in business models.

E-Commerce plays an important role in the economic growth and development of nation. It is a purposeful activity includes in planning, controlling, promotion and also distribution of various goods and services. In this research paper will describe how the Business spirit plays an important role in nation's growth. 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. Though popular, this definition is not comprehensive enough to capture recent developments in this new and revolutionary business phenomenon. A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals. While some use e-commerce and e-business interchangeably, they are distinct concepts. Inez-commerce, information and communications technology (ICT) is used in inter-business or inter-organizational transactions (transactions between among business organizations) and in business-to-consumer transactions (transactions between business organizations and also individuals).

E-commerce is a way of conducting business over the Internet. Though it is a relatively new concept, it has the potential to alter the traditional form of economic activities. Already it affects such large sectors as communications, service, finance, retail trade and holds promises in areas such as education, health, transport and government. The largest effects may be associated not with many of the impacts that command the most attention but with less visible, but potentially more effects on routine business activities'-commerce presents opportunities to accelerate business processes, reduce costs, reach new customers and develop new business models and markets in the business organization. The general agreement is that electronic markets and digitalization of products will impact material flows. A clear identification of the extent and direction of effects, however, has not yet been achieved, and the issue remains controversial. Increased resource productivity is discussed alone of the major potential ecological advantages of e-commerce. Potential exists, above all, in the fields of demand and supply chain management and mass customization. Potentials to increase resource productivity appear in outline particularly in the business-to-business(B2B)field, where there may be, for instance, reduction in quantities procured or stored, surplus production, and error rates between supplier and manufacturer.