

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.

Recent Trends of the Sustainable Development

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Role of E-Commerce

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Abstract:

In this paper its clear that how e-commerce is important in Indian economy. We all know India is among the fastest growing economy of the world, thus it is very much important to have government intervention and huge investment inflow in form of foreign direct investment in large economy like India to stabilise and increase the growth of ecommerce industry in the economy. In India with the digital penetration has increased significantly, according to statistical data internet use has increased to 429.23 million user in India and is expected to reach around 830m by year 2021 .E-commerce has immensely increased economic growth in domestic welfare and changes have arisen in the market scenario too. Internet represents a new environment for extensive growth of e-commerce, providing exchange of goods and services and also directing access of customer's own personal accounts online. The trade negotiations on the fundamental key domestic policies, particularly in telecommunications, financial services, and distribution and delivery have significant important in economic growth. The varying characteristics of local environments, both infrastructural and socio-economic also play a significant role in the variation of the acceptance and growth of e-commerce in different regions of the world. The e-commerce technology and the usage of online shopping have increased domestic economics tremendously in India. This paper is an attempt to study and identify the factors influencing the growth of e-commerce and report the various issues faced in the e-commerce growth.

Keywords: E-Commerce, Growth- Indian Economy, Evolution

1. Introduction:

Now a days, The E-commerce has been used for describing a variety of market transactions, enabled by information technology and conducted over the electronic Network. In the past, a dominant firm in the value chain typically put out a Network that deployed proprietary applications over this private Network .For example, Chrysler, Ford and General Motors. In 21st century internet has become most important and frequently and most necessity device, it will surely race to achieve more growth and sales via internet. "According to eMarketer, worldwide retail Ecommerce sales will reach \$1.915 trillion by the end of 2017. with increase in digital penetration all across the globe and cheap and frequent easy accessibly of internet , it is prone to increase the growth of ecommerce all across the world , meanwhile lot of traditional people are quite worried and tensed with change in pattern of sale via internet" , with the availability of cheap and high speed internet with variety and security options , lot of individual and firms have connected their business with e-commerce.(As in recent world it is highly impossible to grow without being available online . Thus to grow more and earn higher profit it is highly recommended to have proper structure availability and easy accessability of online sites , because it not only determines profit and no. of users but also determines the ranking and position of enterprise of the firm in overall business world. Also in this research paper I will focused about the growth and pattern of e-commerce in India and its sales and impact in Indian economy, of all different types of e-commerce, my research paper restricts its study to mainly b2c types of business, though it did cover other types of e-commerce and its social impact also in India via sales of e-commerce in India. India's E-commerce revenue is expected to jump from US\$ 39 billion in 2017 to US\$ 120 billion in 2020, growing at an annual rate of 51 percent, the highest in the world. India has got its own version of Cyber Monday known as Great Online Shopping Festival which started in December 2012, when Google India partnered with e-commerce companies including Flipkart, HomeShop18, Snapdeal, Indiatimes shopping and Makemytrip. "Cyber Monday" is a term coined in the US for the Monday coming after Black Friday, which is the