

RESEARCH PAPER

E-COMMERCE EDUCATION IN INDIA : A BOON FOR INDIAN ECONOMY

¹P. Malyadri*, ²J. Vidyadhar Rao and ³Krishnamayi

¹Principal, Department of Commerce,
Government Degree College, Srisailam, Kurnool (Dist) Andhra Pradesh, INDIA.

²Research Scholar, Department of Management Studies,
SCSVMV University, Kanchipuram, Tamil Nadu, INDIA.

³Research Scholar, Department of Commerce,
Bharathiar University, Coimbatore, Tamil Nadu, INDIA.

*Corresponding Author's Email ID: drpm16@gmail.com

ABSTRACT

In the wake of globalization and liberalization of Indian economy, there has been a sweeping transformation in almost all spheres of trade, industry and commerce. The phenomenal growth of e-commerce programs during the past few years was unprecedented in the pace and magnitude. The debate on whether e-commerce should be viewed as a new curricular area has not slowed down curricular innovation. The ability of universities to acquire faculty and technology resources and to continuously offer ever more innovative courses will affect the viability of these programs. The article addresses the challenges, solutions and also proposes a research agenda for future development of e-commerce education. The article explores and discussed about E-Commerce Courses its phenomenal impact, Prospects of e-Commerce Education, E-Commerce & Specific areas-Opportunities, Major sectors for careers in E business and also emergence of the Cloud computing into the curriculum.

Keywords: Curriculum Innovation, e-Commerce, Phenomenal Growth, University Resources.

1. INTRODUCTION

A career in e-commerce demands both a real knowledge of the business world and the element make a business work, as well as technical understanding and capabilities. In order to gain this information in the right context there is need to have an e-commerce, education, giving a complete picture of the industry and the e-commerce jobs in it. There are a number of different ways in which may want to undertake this e-commerce, education; start by taking a single e-commerce course, gaining an understanding of the principles behind e-commerce; its similarities and differences to other business, and the further training will need to succeed in this field.

2. ONLINE E-COMMERCE COURSES & STATUS

The terms "e-business" and "e-commerce" are used interchangeably to refer to the buying and selling of products or services online. Given the ease, convenience, and variety that comes with e-commerce, more and more consumers and producers are ditching traditional brick-and-mortar shopping in favor of online business. Instead of being limited to stores in a given neighborhood, it's now possible to find vendors or consumers on the other side of the globe. But this also means that competition for pricing, selection, and delivery is much higher. As such, a good education in e-commerce is strongly recommended for anyone who wants to get involved in buying and selling online. Education for launching an E-commerce enterprise this ever-growing industry provides plenty of

opportunities for new employees, but focusing on a few key areas will improve your job search. Hundreds of courses and programs are available, including:

- Marketing
- Data management
- Sales
- Customer support
- Advertising
- Data mining
- Market exploration

3. ASPIRING OPPORTUNITIES

Regardless of what area you want to pursue, strong technological knowledge and IT know-how is important in this field. E-commerce is a fast growing sector and there are a number of career opportunities for aspiring individuals. E business has an ever increasing job market in the private and public sector. Some of these sectors are E-government and E-governance, E-education, E-marketing and services as well as telecommunications. Universities have responded to the market demand in different ways. Some universities have started master degree programs in e-commerce and others began offering MBA concentrations in e-commerce. The presence of e-commerce is vital now a day with hundreds of thousands of e-commerce websites in the cyber space. Owing to this, e-commerce is in itself an established industry now and has a huge potential to grow. This has necessitated the need for structured and organized education among students so that they can be equipped with the Internet

knowledge to be globally competitive.

4. E-COMMERCE COURSES – PHENOMENAL IMPACT

There are numerous ways in which online courses can be undertaken. The student can begin his stint by taking a single e-commerce course or by gaining an insight about principles of E-commerce and its similarities and differences to other trainings. Universities of repute offer online degree courses and so student have several options to choose. Young people can advance their career with the distinctive online degree programs of any university. They can go for certification programs or for full-time degree courses. No matter what students want to study—accounting, consulting, commerce, business administration, e-business & e-commerce, finance, marketing, or management, they can get all the courses online by applying to the university that offers these programs. In case students wish to study something technical like website design, he can get courses to learn about them online. Online education has been phenomenal in making a deep impact on higher education. Growth of the Internet over the last few decades has led to a greater impact on communication and research in the higher educational institutes. Many administrators, MBA's, working professionals, housewives, and similar people who fell short of time to go to a campus program have been able to benefit immensely from online courses.

5. E-COMMERCE & SPECIFIC AREAS- OPPORTUNITIES

You may decide that you need more specific help, and want to take an e-commerce course in a specific area such as e-commerce web site design. This is a specific area, with skills that are largely only used in e-commerce web site design, so taking a course can be really worthwhile, and give you a set of skills that you will not learn elsewhere. An e-commerce course will also give you the basis of a career in e-commerce web site design, an area that has seen some considerable growth during the last few years, as the larger e-commerce ventures have begun to show profits, and as the more traditional commercial enterprises have started to move towards e-commerce as an area that allows them to expand their markets. The advances in technology have lead to the creation of new job titles and specialization areas for e-business professionals. The rising job opportunities allow these professionals to work as webmasters and website designers.

6. EDUCATIONAL PROGRAMS E- BUSINESS

E business is widely offered as a part of business studies at the bachelor's and master's degree levels. Both can help you get jobs that hone your abilities in the field and help further development. A myriad of online courses on E business and distant learning programs offered by universities can help you understand it better if you already have an interest in the discipline. A Master's degree in E business is a more suitable choice for aspiring

professionals who wants to start off with a good position. A Master's degree in E business also gives you a specialization which can also streamline your choice to a specific area you want to work in. The E Business graduate jobs in Customer Relations relate primarily to the telecom and sales industry. However, now, many banking institutions and financial bodies also have extensive customer relations job offerings. These include helping and assisting the customers, also known as Customer Support Representatives (CSRs). One of the major target areas of sales is the telecom industry. These days, many outsourcing companies offer good jobs in E Business such as Tele Sales Representatives (TSRs) or Executive Offshore Communications.

7. MAJOR SECTORS FOR CAREERS IN E-BUSINESS

E-business has an ever increasing job market in the private and public sector. Some of these sectors are:

- E-government and E governance
- E-education
- E-marketing and services
- Telecommunications

The government sector now largely depends on online sources for reaching out to the public and is a good space for someone with the know-how of electronic communication. The same is the case with education. But the biggest job market for an expert in **E business** is marketing, which is a diverse field to explore.

8. SPECIALIZATIONS & JOB OPPORTUNITIES

Once the student has completed a degree in business, he will find a large number of jobs available in the IT sector. Deepening his level of education, could find work with a number of e businesses and website companies such as eBay, Google, Microsoft, etc. The student also has the option of creating your own website and starting your own business. E business offers a wider perspective on business management. Once the student enters the field, he always looks for the areas where he can avail the educational. If a student has a degree in E Business, there is a host of job opportunities that await you. As online businesses are all the rage these days, he can easily find an administrative position within online businesses such as Google or eBay. The student will also find himself with the knowledge and expertise to start your own website or online business while a large number of existing businesses will have great interest in his newly acquired skills.

Specializations are available to those who seek a career in E-business. E-business is a diverse sector with many job opportunities to choose from. E business is the future of business and thus has an increased potential of regularly coming up with innovative, more interesting aspects to be explored. Some of the specializations available in E business include cyber strategic planning, specializations can be specific to the customer-related field or it can be related to different sectors like the government or public sector and the private sector. For each specialization, the

student has to do extensive research on technology beyond its usual use.

9. TOP JOBS FOR CAREERS IN E BUSINESS

E-business offers a wider perspective on business management. Once you enter the field, you always look for the areas where you can avail the educational. Online marketing seems to be the most appealing areas for those with a specialization in E business because of its availability of options to choose from – e-trade and customer relations are some of its interesting features.

10. HOW IT IMPACTS THE SEGMENT

The likes of Flipkart and Snap Deal are big names in the e-commerce segments. With these players targeting the online education category, the segment will receive the much needed wider visibility, competition in the category that will bring down price, and most importantly users have an ease of a large platform to get content. “The e-learning industry in India today is one of the fastest growing categories in the Internet space. Currently valued at over 4 billion dollars, online education is poised to experience a boom in the near future with big e-commerce players beginning to take notice of this category,” says Mr. Pavan Chauhan, MD and co-founder – Meritnation. “The benefits of cost effectiveness and flexibility associated with e-learning are increasingly finding many takers. The number of online courses that are now being offered to meet the demand is also growing exponentially.”

11. THREE FORCES SHAPING THIS NEED FOR CUSTOMER SERVICE IN HIGHER EDUCATION

When considering the student experience in the admissions process, registration support, advising or getting technical help to access course work, three forces are fundamentally shifting the traditional “selective exclusionary” approach to one requiring institutions to be “inclusive and service minded.” These are:

Student Expectations: People are increasingly using the Internet to make consumer purchases, buying everything from their iPhones to their cars online. In 1995, the International Data Corporation (IDC) estimated that 0.4 percent of the world population used the Internet; in 2013, that number has risen to 38.8 percent of the world population. This flood of access has created a marketplace that made \$289 billion in online purchases in 2012. These students expect to seamlessly move from browsing on Pinterest to enrolling in their degree of choice. They check blogs, social media and other sites for opinions about everything related to the school, including the level of support provided by their chosen institution to online learners. They fully expect college websites, information and the education experience to mirror the ease, responsiveness, service and convenience of their favorite shopping sites.

Increasing number of professionals going back to graduate work: As education becomes more accessible,

colleges now have to rise to the challenge of serving a largely new audience of adult professionals. These working professionals are returning for additional degrees because online education has become a viable option even with a full-time job and family commitments. Recent studies show the primary reason for choosing an online degree program is the ability to balance work, family and school. This puts direct pressure on institutions to shift their focus to being more open, accepting, responsive and service minded. These potential students also expect to be able to research degree program alternatives online. A recent study showed the two most frequently used research methods for those looking to return to education for an online undergraduate or graduate program were:

- Direct visits to the institutions’ websites
- Internet search engines and social media

This focuses the attention of the school on creating a user experience that is inviting and easy to understand, similar to online shopping.

Intensifying competition & recognition within universities: As competition intensifies, academia’s transformation to a click-and-point, user-friendly experience is critical to keeping potential student prospects and working professionals interested in their particular organization or program. Not only is the service factor essential to retaining the student, it has a profound effect, either positive or negative, through the ease with which opinions are shared on social media sites, blogs and rating tools. Schools that are embracing this change and modifying their strategy, thinking and systems to embrace the non-traditional online student and the returning professional are seeing success. The extent to which the inclusive and service-minded approach is adopted may determine whether institutions succeed in this new environment.

12. EMERGENCE OF A NEW ERA: THE CLOUD

Cloud computing allows consumers to use applications without installation and access their personal files on any computer with Internet access. This technology used for more efficient computing by centralizing storage, memory, processing and bandwidth. The user does not require knowledge or expertise to control the infrastructure of clouds; it provides only an abstraction. It can be utilized as a service of an Internet with high scalability, higher throughput, quality of service and high computing power. Cloud computing providers deliver common online business applications which are accessed from servers through a web browser. Managing data in Internet based computing is a critical issue in today’s IT world, particularly in public clouds in which resources are made available over the internet by third party. All information resides in the clouds; whenever the client needs, they can access data. Security must be provided in accessing database, resources and programs from a cloud computing environment for customer satisfaction. Cloud computing consists of applications, platforms and infrastructure segments. Each segment performs different operations and offers different products for businesses and individuals around the world. The dynamic and demanding business

environment demands high performance of technology at an optimized cost. The Cloud has the potential to transform some business ecosystems, especially those under penetrated by IT due to high capital requirements, such as Healthcare, Education and the Government. These sectors are expected to witness a paradigm shift as they adopt the Cloud and leverage technology. This would not only improve the sectors, but also impact large sections of society. The Cloud is expected to enable both private and public services to be delivered more rapidly and transparently to a larger audience.

13. PROSPECTS OF E-COMMERCE EDUCATION

Prospects of the tomorrows of e-Commerce Education will have main thrust on following important Aspects:

- Skill development oriented teaching
- Sophisticated Information Technology.
- Industry- Institution Interaction
- Professional Courses and participatory teaching
- Research and research based teaching

14. CONCLUSION

With organizations around the globe focusing on internet technologies for business, a comprehensive understanding of Ecommerce business among students are proving essential for the growth of Indian economy. The institutions must impart high quality education in the field of e-commerce with sophisticated software and hardware in order to enrich undergraduate and postgraduate courses. Students pursuing an undergraduate and postgraduate course in e-commerce can acquire practical knowledge of business management, e-financial accounting, e-Insurance, e-banking and cyber laws, e-marketing, and business communication. In fact, these courses are having market demand and employability. It is high time to design curriculum in all spheres in such a way that industry orientation, a society based and also technological inputs have to be incorporated. Therefore, it initiates skill development and in turn the sixty five percent young people in our country below the age of thirty five years can create wonders, resulting India will be the supplier of excellent human resource to the world countries in the years to come.

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