

# IMPACT OF E COMMERCE ON INDIAN SMEs

**Dr. Abhijit Chakraborty<sup>1</sup>, Palash Bhowmik<sup>2</sup>, Indrajit Bhattacharjee<sup>3</sup>**

<sup>1</sup>Dr. Abhijit Chakraborty

Vice Principal (Professor) & HOD, Department of Mechanical Engineering, Global Institute of Management & Technology,  
Krishnagar, NH-34, Dist-Nadia, Pin-741102, West Bengal, India Email: chakrabortyabhijit100@gmail.com

<sup>2</sup>Palash Bhowmik

Chief Manager- Technology and Head of Skill Manpower Development for Industries (North East Region),  
National Small Industries Corporation Ltd. A Government of India Enterprise,  
Ministry Of MSME, Guwahati, Assam, Pin -781021, India  
Email: palash.bhowmik2016@gmail.com

<sup>3</sup>Indrajit Bhattacharjee

Lecturer, Department of Mechanical Engineering, Global Institute of Management & Technology, Krishnagar,  
NH-34, Dist-Nadia, Pin-741102, West Bengal, India  
Email: i.bhattacharjee2010@gmail.com

## **ABSTRACT**

*In addition to that, it takes a look at where e-commerce now stands in India. This article provides detailed information on each of these topics, in addition to providing other relevant content. An examination of the considerable amount of written work that has accumulated in this field over the period of a number of years since its inception as a field of study. E-commerce has made it possible for micro, small, and medium-sized businesses (MSMEs) to access new potential markets, which is just one of the many benefits that micro, small, and medium-sized businesses (MSMEs) are starting to see as a result of the proliferation of online shopping. Other advantages include: This is only one of the numerous benefits that has resulted from the rise of e-commerce in recent years. This is just one of the many benefits that have arisen as a direct result of the proliferation of online shopping over the past few decades. Small and medium-sized enterprises, also known as MSMEs, are beginning to recognise the many benefits that come as a direct result of this trend, which is the expansion of online purchasing. This trend is a direct outcome of the rise in popularity of online purchase. This acknowledgment is a direct consequence of the numerous advantages that come as a direct consequence of the proliferation of internet shopping. This is merely one of those advantages, among an extremely large number of others. According to Akkeren and Cavay, the utilisation of e-commerce enhances the capability of a small to medium-sized organisation (SME) to compete with larger organisations and to conduct business on a worldwide scale. In their opinion, an example of a form of technology that has the potential to provide small and medium-sized businesses with very effective means to expand their operations, introduce new items, improve communications, gather data, and even develop commercial connections is e-commerce.*

**Keywords:** EDI, MSME, (E-Commerce), Micro, Small, and Medium- Business

## INTRODUCTION

It is common knowledge that the industry of micro, small, and medium enterprises (MSME) offers individuals the greatest potential to either work for themselves as independent contractors or obtain employment in the workforce. This is because MSME provides individuals with the opportunity to work in a variety of settings. This is due to the fact that MSME gives individuals the option to work in a range of different environments. The fiercest competition may be found on all levels, from the local to the national to the international level, and small and medium-sized firms (also known as SMEs) are obliged to compete on all of these fronts. This is due to the fact that the ongoing process of globalisation and liberalisation has produced a setting in which small and medium-sized businesses are obliged to operate. This is due to the fact that globalisation and liberalisation have resulted in the creation of an environment in which it is essential for SMEs to operate. If they want to keep their current position in this incredibly competitive business and ensure that it will continue to exist in the future, then they are going to have to be open to new kinds of innovation and technology. This is the only way to accomplish both of those goals. It is not possible to accomplish either of those goals using any method other than what has been described. One of these is denoted by the initials EC, which together stand for the phrase "electronic commerce," and it is one of the choices that can be made from among those available. The European Commission is having an impact on the entirety of the commercial environment in each and every one of these countries. This is always the case, no matter what the circumstances are. If small and medium-sized firms (SMEs) want to keep their competitive advantage over larger organisations and stay in business, it is absolutely necessary for them to include environmental issues into their day-to-day operations. Should you fail to do so, you run the risk of squandering the opportunity to achieve that competitive advantage and putting yourself at a disadvantage in the process. In the event that they are unable to do so, the continuous profitability of their business operations over the long term will be placed in considerable threat, which would in turn put the future of their company in jeopardy.

The e-commerce industry in India is expected to surpass USD80 billion by 2020 and USD300 billion by 2030, and it is already altering the way that small and medium businesses in India conduct their operations. These projections are based on the fact that the industry is expected to grow at a compound annual growth rate (CAGR) of 22% between 2015 and 2030. These forecasts are derived from the assumption that the market will expand at a compound annual growth rate (CAGR) of 22% between the years 2015 and 2030. The assumption upon which these projections are based is that the market will rise at a compound annual growth rate (CAGR) of 22% between the years 2015 and 2030. Between the years 2015 and 2030, these forecasts are based on the assumption that the market will expand at a compound annual growth rate (CAGR) of 22%.

Small and medium-sized businesses (SMEs) were responsible for more than 40 percentage points of the total exports, 45 percentage points of the industrial production, and more than 17 percentage points of the country's gross domestic product (GDP) in 2014. These contributions were made to the economy in 2014. Over 1.3 million more employment are produced on an annual basis as a direct result of the actions of the nation's micro-, small-, and medium-sized businesses (SMBs). This number is only going to continue to get higher (SMEs).

The implementation of e-commerce will result in significant benefits for small and medium-sized businesses, some of which include an increase in revenues and margins, a greater market reach, access to new markets, cost reductions in marketing and communication spend, client acquisition, and an improvement in the quality of the overall customer experience. Other benefits include access to new markets.

When compared to SMEs that only make limited use of the internet, those that make significant use of the internet are nearly twice as likely to export nearly twice as much merchandise. This finding is based on the

fact that those SMEs that only make limited use of the internet export only half as much merchandise. This finding is founded on the observation that small and medium-sized businesses (SMEs) who only make minimal use of the internet export only half as much merchandise as those that do utilise the internet extensively. Establishments that have less than 500 workers are referred to as "small and medium-sized firms," which is frequently abbreviated to "SMEs." It is possible that these businesses do not have an online presence, despite the fact that 43 percent of India's small and medium-sized organisations (SMEs) participate in online sales. Yet, it is feasible that these businesses do participate in online sales. • The Indian government, industry associations, and companies involved in e-commerce are aware of the challenges that small and medium-sized enterprises (SMEs) face, and they are doing what they can to assist thousands of SME sellers in gaining access to a new marketing, sales, and support channel. SMEs are defined as businesses with fewer than 500 employees and annual revenue of less than \$1 billion.

### **E-commerce in India is on an unprecedented growth trajectory**

By the year 2020, it is anticipated that the value of the business associated with online shopping in India would have reached a total of USD80 billion. This number was arrived at by using the most recent predictions. The determination of this figure was made possible by using the most recent predictions that were available. 1 It is projected that the expansion of e-commerce in India will continue unabated because an increasing number of people in the country have access to the internet, an increasing number of people in the country use smartphones, and the degree of customer comprehension of the firm is improving. There were around 281 million people in India who made use of the internet in the year 2014, and it is anticipated that this figure will climb to 640 million by the year 2019.

It is anticipated that by the year 2016, India would have surpassed the United States to become the country with the second largest user base on the internet, after China. This will have happened by passing India's current position as the country with the most internet users. If India were to do this, they would fall to second place, behind China, which is where they currently are. Following the events that have taken place in China, something else will occur. Also, the number of people who accessed the internet through their mobile devices reached a record high of 173 million in the year 2014. By the year 202, it is anticipated that this number will have increased by more than 2.5 times, having reached 457 million. This projection is based on current trends and projections. The availability of smartphones at prices that are more affordable, in addition to the reduction in costs associated with data storage and transfer, has been a driving force behind the rise of the so-called "second screen" phenomenon. Another factor that has contributed to this rise is the reduction in costs associated with data storage and transfer. This phenomenon describes the practise of utilising more than one screen simultaneously, with the principal screen serving as the focal point. Both of these elements have played a role in hastening the development of this issue, which is especially noticeable when one takes into mind the fact that seventy percent of users access the internet through their mobile phones.

Yet, there are also serious and practical problems that need to be addressed if this industry is going to contribute to the economy of India in the manner in which it is meant to do so. This industry's contribution to the Indian economy is supposed to be in one of two ways. If this industry is going to contribute in the way that it is meant to, there is a certain thing that has to be done. This is one of those things. The expansion of the e-commerce industry in India is due to a number of different reasons; nevertheless, the growth of this industry is based on a number of separate elements. The expansion of the e-commerce industry in India is due to a number of different causes. There is a general lack of understanding of the benefits that can be offered by e-commerce, and there is a lack of trust among organisations that are considering going online. The benefits that can be offered by e-commerce include: E-commerce has the potential to provide a number of benefits, including the following: In addition, there is a lack of awareness regarding the benefits that may be acquired

by participating in internet business, which is another area where there is a knowledge gap. Before the sector can attain any level of success at all, these are the most significant challenges that need to be overcome.

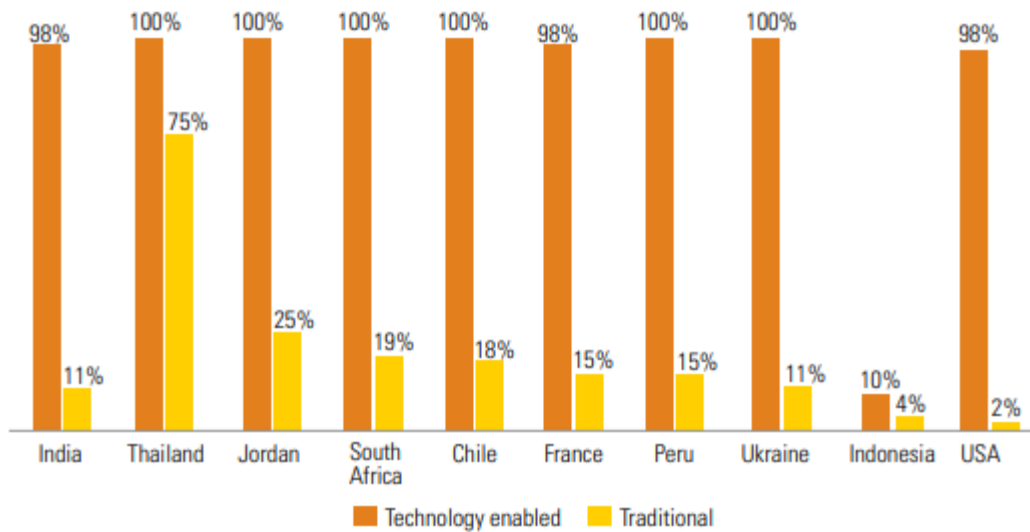
### **SMEs: Backbone of the Indian economy**

Over 17% of India's total gross domestic product (GDP) can be attributed to the nation's micro, small, and medium-sized firms, which are referred to together as MSMEs and SMEs (GDP). They also make a sizeable contribution to India's industrial production as well as its exports, providing a contribution of forty percent and forty-five percent, respectively, to each of those categories of economic activity. This indicates that they play an important role in India's overall economy. This suggests that they play a significant part in the economy of the entire country of India. In addition to this, they are responsible for a large percentage of the overall exports that are conducted by India. 1. Although the definition of small and medium-sized enterprises (SMEs) varies from country to country, in India, SMEs are defined as those organisations that have modest operational costs and limited investments in fixed assets. This is the case even though the definition of SMEs varies from country to country. Notwithstanding the fact that the definition of SMEs differs from nation to nation, this is still the case. Even though the definition of small and medium-sized enterprises (SMEs) varies from country to country, this is nonetheless the case. Despite the fact that the definition of small and medium-sized businesses, often known as SMEs, differs from nation to nation, this is still the case. Even though the definition of "small and medium-sized firms" (also known as "SMEs") changes from country to country, this is nonetheless the case.

### **Adoption of e-commerce among SMEs in India vis-a-vis other countries**

Another noteworthy fact is that despite India's relatively underdeveloped web infrastructure, 75 percent of India's small and medium-sized businesses (SMEs) have adopted online shopping. On the other hand, every single small and medium-sized enterprise (SME) in India has an online presence. This is in contrast to the situation in other countries. There is a similar pattern that emerges when comparing this country to others that are still in the process of building their economies, as the graphic indicates; this pattern can be seen emerging in this country. When compared to other countries, this one is still in the process of building its economy. This would seem to indicate that even small and medium-sized businesses (SMEs) that have a limited online presence are beginning to realise the potential that e-commerce or having a presence online may provide them with. This may be the case because of the fact that e-commerce has become increasingly popular in recent years. At the very least, this is how things stand in nations that are still in the process of evolving. The online export market for small and medium-sized businesses (SMEs) that leverage internet technology for growth and sustenance will expand as the climate for e-commerce improves and as improvements are made to international trade.

## In India 98 per cent of technology enabled SMEs participate in the export economy in India



The use of e-commerce by small and medium-sized businesses includes both actions that are regarded as being upstream (business to business, or B2B), and activities that are regarded as being downstream (business to customer, or B2C), respectively. These two categories of e-commerce transactions are described in more detail below (SMEs). This category includes a variety of activities, such as contacting suppliers through email, marketing and selling things purchased online to customers based in other countries, and marketing and selling the wares of a company to customers in other countries who are located in other countries via the internet. It is possible to organise upstream activities such as inbound logistics and operations on an international level, which enables larger economies of scale to be realised. It is absolutely necessary to organise downstream activities on a multi-domestic basis, such as marketing, sales, and customer service. These activities include the following: The vast majority of micro, small, and medium-sized businesses (MSMEs) utilise the internet for a relatively restricted set of purposes, such as e-mail, which is a quicker and more cost-effective way to contact vendors or receive services, and as another medium for collecting information.

### OBJECTIVES OF THE STUDY

1. To the study of the factors facilitating the adoption and use of E-business technologies
2. To the study of examine the barriers/difficulties in implementation of E-business technologies.

### Research methodology

The purpose of this research is to analyse the challenges that small and medium-sized businesses (also known as SMEs) in India have while attempting to use information and communication technology (commonly known as ICT) and do business online. The Indian state of Haryana served as the major research subject for this investigation, and four of its districts were selected for additional scrutiny. The presence of a substantial base of commercial and institutional investment was a primary consideration in this selection, and one of the reasons why these neighbourhoods were chosen was because of this. Because these four districts are generally agreed upon to be the most significant economic hubs in the state of Haryana, the government of the state of Haryana has acknowledged that each of them constitutes an important industrial cluster as part of its Integrated Infrastructure Development (IID) programmes. This is due to the fact that the state government of Haryana has recognised each of these districts as an important industrial cluster. As a direct consequence of

this, the designation of "district," which had been in use previously, has been replaced by the term "cluster." This is a list of the four projects that have been carried out by the state government as a component of the Industrial Infrastructure Up-gradation Program that was launched by the Government of India in the financial year 2004-2005. The programme was initiated by the Government of India in the year 2004-2005. The improvement of the international competitiveness of domestic industries that are clustered together is the fundamental goal of the initiatives that are being discussed here. The report compiled by the National Productivity Council and the District Industrial Centers (DICs) of the districts that were chosen provided the source for the data pertaining to the four clusters that were chosen.

1. Light Engineering Goods Cluster, Faridabad
2. Auto Parts Cluster, Gurgaon
3. Textile Cluster, Panipat
4. Scientific Instruments Cluster, Ambala.

## **RESULT**

The current study questioned one hundred businesses spread across four districts in order to gain a better understanding of the primary factors that either support, impede, or provide problems for the deployment of e-business by SMEs. This was done in order to acquire more knowledge of these factors. It has been determined, after taking into account a diverse set of elements, which factors are the most significant in terms of making it simpler for people to adopt and make use of Internet technology. The relevance of the elements that support the adoption and utilisation of the internet within the company has been determined with the assistance of descriptive statistics, which has made it possible to determine the significance of those aspects.

In the course of the process of gathering the necessary information, we referred to a variety of primary and secondary sources. This research study relied heavily on the use of questionnaires as its primary data collection tool. After looking at a large number of previous studies that were conceptually comparable to the present one but concentrated their attention on small and medium-sized businesses (SMEs) in both developed and developing countries, this decision was arrived at. In order to capture the information, comments, and perceptions of the SME owners and managers, a survey instrument that consisted of questions with Likert scales was devised and put through pilot testing. The instrument was then put into use. In order to get this knowledge, this was done in order to attain it. The information was gathered between the months of March and August of the year 2012, which needed a significant amount of time and was carried out over the course of that period. A total of two hundred small and medium-sized businesses in Haryana were each given a copy of the questionnaire to distribute to their owners and managers. Random selection was used to choose fifty of such establishments to represent each district in the state. Only 50 companies responded out of the total sample size of 200 businesses that we researched. There was a total of 100 responses, however we were unable to count 14 of them due to the fact that the questionnaires were missing information. The responses came from a variety of sources. After selecting 25 businesses from each of the districts, it was agreed that only 100 of the responses would be included for the analysis. The response rate is barely fifty percent of what was thought to be the norm to begin with.

Secondary data was collected from a wide variety of sources, including but not limited to: journals, newspapers, publications from the Industries Department of Haryana, the PHDCCI, the National Productivity Council of Chandigarh, the HSIIDC, the Central Statistical Organization and Annual Reports of the Ministry of Micro, Small and Medium Enterprises, SIDBI, the Economic Survey of Haryana, the Statistical Abstract of Haryana, the Economic Survey of India, and various Offline Sources. Primary data was collected from

In order for this study to attain the goals that have been established for it, a diverse variety of investigations and approaches have been utilised throughout its entirety. In order to evaluate the factors that facilitate the installation of E-business technologies as well as the factors that function as obstacles or problems in this process, descriptive statistics have been used to determine the ascending mean value and the standard deviation. This has allowed for the evaluation of both the factors that facilitate the installation of E-business technologies and the factors that function as obstacles or problems in this process. The reason for doing this was so that the ascending mean value and the standard deviation could be calculated.

### A: Main factors/facilitators in the adoption of internet and communication technologies

the significance of the elements that, when combined, make it easier for an industry to adopt and make use of e-business, together with the mean value of those factors.

**Table .1: District-wise Descriptive of Factors Facilitating Adoption of Ebusiness**

Factors	Faridabad		Gurgaon		Ambala		Panipat	
	Mean (St. dev.)	Rank	Mean (St. dev.)	Rank	Mean (St. dev.)	Rank	Mean (St. dev.)	Rank
Lack of financial resources and high cost	3.32 (.852)	5	3.20 (1.323)	7	2.40 (.8160)	10	2.44 (.712)	7
Insufficient time and amount of work required to maintain e-commerce	2.80 (.764)	9	2.72 (1.173)	10	2.60 (.957)	9	2.40 (.816)	8
Lack of IT expertise/skills/training/personnel	2.68 (.802)	10	3.36 (1.221)	5	3.12 (.881)	7	2.64 (.907)	6
Concern about competitors analyzing company information	3.20 (.913)	7	3.04 (1.098)	8	3.16 (.943)	6	2.28 (.980)	10
Fears and concerns over security	3.64 (.569)	1	3.28 (1.173)	6	3.80 (.866)	1	2.32 (.988)	9
Low use by customers and suppliers	3.40 (.748)	3	3.40 (1.190)	2	3.44 (1.261)	3	3.68 (.627)	1
Reluctant to use new system by employees	3.32 (.748)	4	3.36 (1.221)	3	3.48 (.918)	2	3.60 (.645)	2
Insufficient education/ and uncertainty on how to implement	3.00 (.816)	8	3.52 (.963)	1	3.40 (.764)	4	3.28 (.614)	4
Organisational structure and culture	3.20 (5.00)	6	3.36 (.995)	4	3.20 (.913)	5	3.16 (.473)	5
Govt. Policies	3.48 (.714)	2	3.00 (.816)	9	3.08 (.909)	8	3.28 (.792)	3

It was determined that fears and concerns over the level of security had the greatest mean value for a barrier in selected industries in Faridabad and Ambala, respectively, with 3.64 and 3.80 respectively. This was the case in both of these cities. In both of the cities, this was the situation.

According to the findings, an overwhelming majority of business owners believe that one of the most significant challenges is the unwillingness of their employees to make use of new technologies. This is a perception that is supported by the statistics. This attitude was voiced by a significant percentage of owners of businesses operating in a wide variety of sectors. This demonstrates that clients do not utilise e-business at a high rate, which is one of the reasons why it is difficult for owners of businesses to apply it. A lack of education or information about the benefits of e-business as well as uncertainty regarding how to implement e-business have been found to be the primary impediments to the implementation of e-business in the districts of Gurgaon, Ambala, and Panipat. This has been discovered to be the case through research. These challenges

have been identified as the key factors responsible for the failure of the deployment of e-business (Kapurubandara and Lawson). The poor use by customers and suppliers is the second key hindrance, and it was considered as crucial by all of the respondents in the specified locations. This was the case in all of the sites. This was the next significant challenge.

**Table 3. Industry of companies**

Class	Value	Frequenc	Relative Frequenc
1	Food	24	0.1667
2	Automotive	6	0.0417
3	Commercial and Services	34	0.2361
4	Construction	8	0.0556
5	Manufacturing	30	0.2083
6	Chemical Sector	13	0.0903
7	Telecommunicati	4	0.0278
8	Textile	25	0.1736

Own elaboration (2018)

## RESULT

The analysis of the data that was produced by the Chamber of Business of the South of the Valley demonstrates, on the one hand, that the creation of a website is not a top priority for the smaller firms. This was discovered as a result of the study. The analysis of the data demonstrates this point. [Citation needed] [Citation needed] This does not imply that it is not significant; rather, it suggests that there are other traits that have the potential to become more significant in the not too distant future. This is not to say that it is not significant. When firms expand to become companies of a medium size, one of the aspects of the business that becomes one of the most significant is the website. This is evidenced by the findings of the survey, which reveal that 83.3% of the organisations that fall into this group have their own website. There is some evidence to suggest that medium-sized businesses have some level of familiarity with electronic commerce. On the other hand, there is no indication that more localised companies are familiar with digital trade. As a consequence of this fact, the sales system in issue is seen as being "optional," and the first stage of the conformation process did not place a significant amount of emphasis on the implementation of it. This is because the earlier ones are created without any preliminary preparation for conducting business over the internet via e-commerce.

Because they are so busy with the work connected with setting it up and confirming it, many smaller firms choose to outsource the advertising of their internet sales to a third party. This is because they are so distracted with the tasks associated with setting it up. This is especially common in countries where access to the internet is severely limited. On the other hand, as the company grows, it begins to include the particular area into the



way that it handles its internal operations, which is an interesting development to observe. They utilise the website as a general information resource, but they do not pay a great deal of attention to the fact that it is always being updated. On the other hand, medium-sized businesses are well aware of the need of maintaining a website that is regularly updated. Their perspective is that the website is mostly a repository for generic information. They use the website as a resource for general information, but they do not pay a great deal of attention to the fact that it is always being updated, even though they do use the website. The information that they need may typically be found on their website, which fulfils this function for them. It is more likely that medium-sized enterprises, which make up 70 percent of all businesses in the United States, will take use of the marketing opportunities made available by social networks. This is due to the fact that medium-sized enterprises have a greater number of employees than organisations of a smaller scale. Also, in order to be eligible for any discounts that might be offered on purchases made when doing online shopping, the usage of credit cards is essential in order to make those transactions.

**Table 2. Industry and size**

	Oto50	251 to 500	51 to 250	More than 500	Total per Row
Food	21	1	2	0	24
	14.58%	0.69%	1.39%	0.00%	16.67%
Automotive	4	0	2	0	6
	2.78%	0.00%	1.39%	0.00%	4.17%
Commercial and	30	0	3	1	34
	20.83%	0.00%	2.08%	0.69%	23.61%
Construction	6	0	2	0	8
	4.17%	0.00%	1.39%	0.00%	5.56%
Manufacturing	23	1	6	0	30
	15.97%	0.69%	4.17%	0.00%	20.83%
Chemical Sector	10	0	3	0	13
	6.94%	0.00%	2.08%	0.00%	9.03%
Telecommunications	3	0	1	0	4
	2.08%	0.00%	0.69%	0.00%	2.78%
Textile	23	0	2	0	25
	15.97%	0.00%	1.39%	0.00%	17.36%
Total per Column	120	2	21	1	144
	83.33%	1.39%	14.58%	0.69%	100.00%

## CONCLUSION

The material that has been presented will help to bridge the gaps that have been left in the numerous earlier studies that have been done on India. These studies have been done in the past. The absence of certain information is due to the fact that past investigations did not collect a significant amount of data. Because the research will introduce appropriate strategies that small and medium-sized enterprises (SMEs) can follow to maintain growth with the assistance of e-commerce, we hope that once the research is finished, SMEs will

increase their capabilities to compete and get into a stable situation. This is because the research will introduce appropriate strategies that SMEs can follow to maintain growth with the assistance of e-commerce. This is due to the fact that the research will present suitable techniques that small and medium-sized businesses (SMEs) can adhere to in order to sustain expansion with the help of e-commerce. This is owing to the fact that the research will give appropriate strategies that may be implemented by small and medium-sized businesses (SMEs). As a direct result of this, the research will generate suitable strategies that small and medium-sized firms (SMEs) can put into action in order to continue their rate of expansion. The conclusions of this research have repercussions for individuals who are responsible for the design of public policy, the management of information technology, as well as the ownership or management of micro, small, and medium-sized firms (MSMEs).

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