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A study on e-commerce in business organization with special reference to air travel sector

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Abstract

E-commerce is a boom in the modern business era. E-commerce means a electronic commerce. E-commerce (Electronic commerce) involves buying and selling of goods and services or the transmitting of funds or data, over an electronic network, predominantly the usage of Internet.

E-commerce (Electronic commerce) is a paradigm shift influencing both marketers and the customers. Rather e-commerce is more than just another way to boost the existing business practices. It is leading a complete change in traditional way of doing business. This significant change in business model is witnessing a tremendous growth around the globe and India is not an exception. A massive internet penetration has added to growth of E-commerce and more particularly start-ups have been increasingly using this option as a differentiating business model. Moreover E-Commerce has significant influences on the environment. Although the model is highly used in current business scenario but the option has not been explored at its fullest. The current research has been undertaken to describe the scenario of E-Commerce, analyze the trends of E-Commerce.

The said research paper involves a study of the impact of Electronic Commerce on Business. The research study has highlighted the Air travel sectors, Management Information Systems, Human Resource, Marketing and Computer Sciences of E-Commerce on Business. 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, finance and retail trade and holds promises in areas such as education, health 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 pervasive, effects on routine business activities.

The integration of Electronic Commerce and Business will bring a renaissance in marketing function. As it present opportunities to get close to the customer to bring the customer inside the company, to explore new product ideas and protest them against real customers.

The wider impact of remote-access, computerized reservation systems, or Global Distribution Systems, and e-commerce access to online reservations in the travel industry is analyzed, using Porter's five-force model of industry competitive forces, to understand how the travel industry has shaped and has been shaped by information systems.

The case study concludes with a comparison of the impact of information technologies between Global travels industries.

Keywords: E-commerce, internet, self-service, technology, internet banking, business organisation, management information systems, travel industry, marketing, computer sciences

Introduction

The objectives of present study are

1. To understand the present status and trends of E-Commerce in Air travel industry.
2. To reveal the key variables influencing the increased usage of E-Commerce in Air travel sectors.
3. To Know about impact of E-commerce in business sectors.
4. To study the E-Commerce Models and barriers to Business in business firm.
5. To study payment methods of Customer in E-Commerce industries.

There are many different formal definitions of E-Commerce. For the purpose of this definition, E-Commerce refers specifically to buying and selling products or services over the Internet. E-Commerce refers to all aspects of doing business electronically.

On the internet, the provision of trust becomes the keystone of any successful trading model because without trust, no-one will trade. Most E-Commerce vendors are simply offering the customer another access point to the physical commercial model. The same trading activities need to happen: an offer by the vendor; acceptance by the customer and an exchange of

money and goods or services. Trading on the internet requires: an organization providing an on-line service accessed via the internet, clients (consumers or other organizations) connecting to the service using devices such as computers, mobile telephones or interactive televisions, and the exchange of transactions that relate to the purchase and provision of goods and services. E-Commerce is one of the most visible examples of the way in which information and communication technologies can contribute to economic growth. It helps countries improve trade efficiency and facilitates the integration of developing countries into the global economy.

Business and individuals can use electronic commerce to reduce transaction costs by improving the flow of information and increasing the coordination of actions. E-Commerce can take place within or among three groups of economic actors, namely business, government and individuals. Business transactions take place electronically within and among these groups. In other words, the possible nine E-Commerce relations are: B2B (Business to Business), B2C (Business to Consumer), C2B (Consumer to Business), C2C (Consumer to Consumer), G2C (Government to Consumer), G2B (Government to Business), B2G (Business to Government), C2G (Consumer to Government) and G2G (Government to Government).

The indices of Electronic Customer Satisfaction (ECS) have been constructed based on website design, and safety of website, customer service information, product quality and Service quality. This research intends to study the implementation of E-Commerce and assesses factors affecting Electronic Customer Satisfaction (ECS) and finally brings out a framework by which companies will be able to develop their market share through increasing customer satisfaction.

Data Collection Method

Data collection was done based on the questionnaire feedback from the Google form sheets via email with the respondents.

The research theme will be based on secondary data, which will be collected from published paper, Magazines, Books, financial and industrial reports and internet sources etc.

Chapter layout

The present thesis is proposed for the following chapter's scheme

Chapter 1: The introduction chapter illustrates some initial studies that represent the theme of the E-Commerce, Air Travel industries the need for the study, research gap and statement of the problem, research methodology including sample size, validity and reliability, data collection and data analysis.

Chapter 2: E-Commerce and customer satisfaction (theoretical perspective)

This chapter brings some concepts, definition of E-Commerce and customer satisfaction, application and categories of E-Commerce. It also tries to highlight the profile of the study area.

Chapter 3: Review of literature this chapter refers to the reviews of the literature and displays the extensive study done on or about the relevant topic.

Chapter 4: Profile of the study area this chapter illustrates some initial information about the study area.

Chapter 5: Summary of conclusion and suggestions this chapter is designed for conclusion and suggestions. Conclusion and suggestion concentrates on the apparent outcomes of the present study.

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