

E-COMMERCE – COVID-19 LANDSCAPE

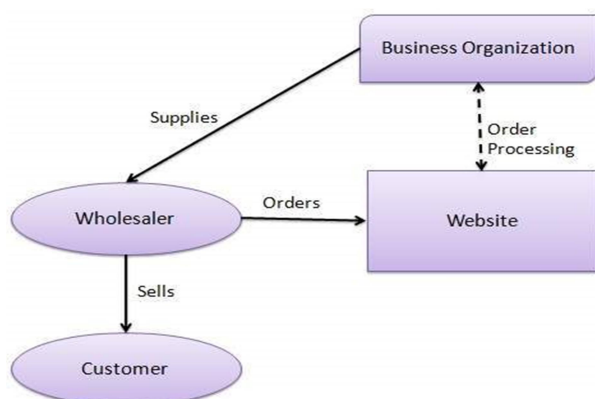
OVERVIEW

E-commerce or electronic commerce refers to the performance of business, i.e., buying and selling of goods and services via an electronic medium, over the internet. It includes online marketing, mobile commerce and also web portals regarding counselling, tutorial, auction, movies etc.

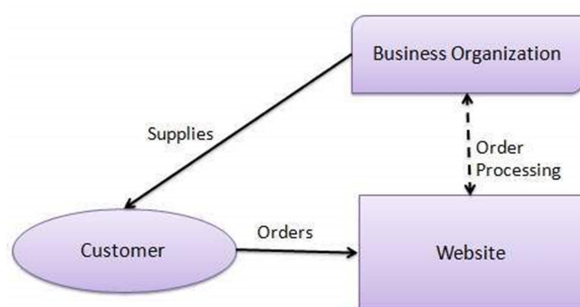
The enforcement of social distancing, lockdowns and other measures in response to the COVID-19 pandemic has led consumers to ramp up online shopping, social media use, internet telephony and teleconferencing, and streaming of videos and films. The global nature of COVID-19 and its impact on e-commerce may encourage strengthened international cooperation and the further development of policies for online purchases and supply. The pandemic has made it clear that e-commerce can be an important tool/solution for consumers. E-commerce can also support small businesses and, by making economies more competitive, be an economic driver for both domestic growth and international trade.

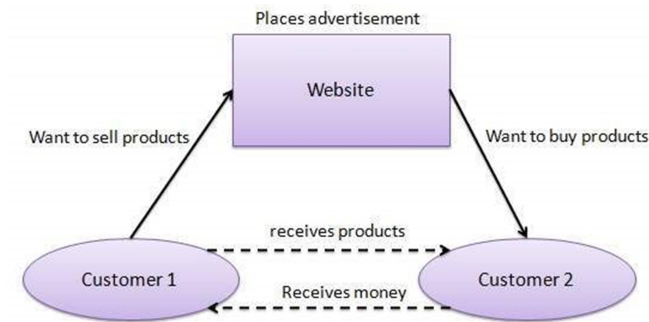
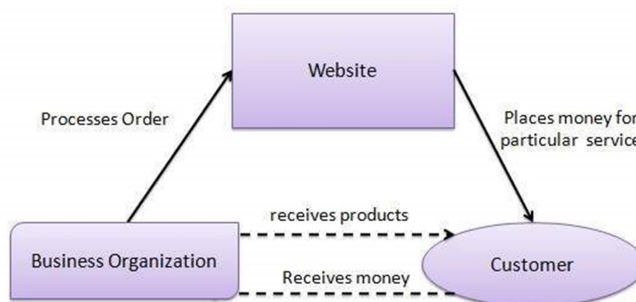
With massive growth in technology, disposable income and digital connectivity, E-commerce has changed the dynamics of the market place, overcoming the barriers of time, distance and choice. The e-commerce operations can be in the following models:

Business - to - Business



Business - to - Consumer



Consumer - to - Consumer**Consumer - to - Business**

The models listed above are the primary ecommerce retail structures, but they aren't the only ones. Other types involve government/public administration conducting transactions with businesses or consumers.

- B2G (also called B2A), for businesses whose sole clients are governments or type of public administration.
- C2G (also called C2A): typically individuals paying the government for taxes or tuition to universities.

Two sectors that are closed for entrepreneur owners but are growing include G2B for government sales to private businesses, and G2C, for government sales to the general public.

Living along with Covid-19 is going to be a new normal. The question is: How to cope up with this new normal? The answer is "digital transformation". Covid-19 defined the digital transformation better than that any business could ever have. Economic analysts are expecting a strong continued growth in e-commerce industry, which will be driven by the adoption of mobile shopping and connecting digitally with people through touchpoints like chatbots, voice assistants, smart devices, social media, etc. The world will not stop rather it is going to move forward with a new set of costume. That is e-commerce.

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Sources: https://www.wto.org/english/news_e/news20_e/rese_04may20_e.htm

<https://www.ecommerceceo.com/types-of-ecommerce-business-models/>