



Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as deemed to be university under section 3 of UGC Act 1956, vide notification No.F.9-5/2000-U.3)



Accredited by
NAAC
NATIONAL ASSESSMENT AND
ACCREDITATION COUNCIL



ISBN BOOK PUBLICATION

TWO DAY INTERNATIONAL CONFERENCE

On

**“REVIVING STRATEGIES ON
TRADE & COMMERCE IN THE
EMERGING ECONOMIES”**

12th, 13th of April, 2K23

Organized by

DEPARTMENT OF COMMERCE

In Association With

KARUR VELALAR COLLEGE OF ARTS AND SCIENCE FOR WOMEN.



**FACULTY OF ARTS & SCIENCE
BHARATH INSTITUTE OF SCIENCE & TECHNOLOGY**

83, 3, Agaram Main Rd, Tiruvanchery, Selaiyur, Chennai, Tamil Nadu 600126.

10	<p>IS ARTIFICIAL INTELLIGENCE THE FUTURE OF E-COMMERCE:- A THEORETICAL PERSPECTIVE Ms JESSY JACOB, Research Scholar, Bharath Institute of Higher Education and Research, Selaiyur, Chennai, Tamil Nadu Dr KANNAN J. Associate Professor & HOD Bharath Institute of Higher Education, Selaiyur, Chennai, Tamil Nadu.</p>	
11	<p>ASSESSING THE EFFICIENCY OF SUPPLY CHAIN MANAGEMENT IN HARDWARE AND ELECTRICAL RETAILERS IN CHENNAI CITY Mrs. Shilpa. S¹, Research Scholar, Dept. of Commerce, Hindustan College of Arts & Science, University of Madras, Dr. K. Malarvizhi²Dean, School of Business Studies & Research Supervisor, Hindustan College of Arts & Science, University of Madras</p>	
12	<p>BASIC CONCEPTS AND FEATURES OF GOODS AND SERVICE TAX IN INDIA M. KIRANEKUMAR* Ph.D., Research Scholar, Department of Environmental Economics, School of Economics, Madurai Kamaraj University, Madurai-21. Dr. A. SENTHILRAJA** Assistant Professor, Department of Economics, Saraswathi Narayanan College, Madurai-22.</p>	
13	<p>OIL PRICE AND ECONOMY: A STUDY ON EFFECT OF SURGE IN OIL PRICE ON BUYING BEHAVIOUR AND ON INDIAN ECONOMY Author: Dr. Vijaya saraswathi.B. M.Com, M.Phil, PGDFM, Ph.D, Co-ordinator, & Assistant Professor, PG Department of Commerce, Centre for Post Graduate Studies and Research, Vivekananda College of Arts, Science and Commerce (Autonomous), Puttur DK District, Karnataka, INDIA, 9449639907</p>	
14	<p>A STUDY ON FINANCIAL INCLUSION OF NABARD Anjitha.B. Nair, Ph.D. Research Scholar, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai. Address: Jesus villa, Kaniyanvilakam, Pothencode PO, Trivandrum, Kerala, Pin 695584 Email: unnilatha1994@gmail.com, Mobile: 7034482314 Dr.G. Anandi, Assistant Professor, Research Supervisor and Guide, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai</p>	
15	<p>USE OF SOCIAL MEDIA IN BUSINESS Dr.G. ANANDHI-Assistant Professor, Department of Commerce, Bharath Institute of Higher Education and Research.</p>	
16	<p>Barriers of Green supply chain management in the small and medium enterprises in Cuddalore District: An Empirical Study Dr. C. Natarajan, Associate Professor & Head, Department of Commerce, Government Arts & Science College, Eriyur, Dharmapuri – 636 810. Dr.R. Ramarajan, Assistant Professor of Commerce, Veltech Ranka Sanku Arts College,, Avadi, Chennai – 600 062., Email:rramraj01@gmail.com</p>	
17	<p>AN EMPIRICAL ON RURAL CONSUMER BEHAVIOR TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO (PULIPAKKAM) CHENGALPATTU Dr.V.MURUGAN, Assistant Professor, Department of Commerce, Rajeswari Vedachalam Government Arts College, Chengalpattu-603001. G.U.ABINESHWAR, Ph.D Research Scholar (Full Time), Department of Commerce, Rajeswari Vedachalam Government Arts College, Chengalpattu.</p>	
18	<p>A STUDY ON HOLOCENE TENDENCY IN E-COMMERCE Author: N PRAVEEN, Research Scholar VELS Institute of Science, Technology and Advanced Studies Pallavaram, Chennai. -117, Email id: 0407praveen@gmail.com.</p>	

A STUDY ON HOLOCENE TENDENCY IN E- COMMERCE

Author: N PRAVEEN, Research Scholar VELS Institute of Science, Technology and Advanced Studies Pallavaram, Chennai. -117, Email id: 0407praveen@gmail.com, Contact Number: 9036644954

Co- Author -1: Dr. MURUGESAN, D, Associate Professor, Department of Commerce, VELS Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai. -117, Email id: d.murugesanphd@gmail.com, Contact number: 9600943935

Co- Author-2: P V VANDANA, Assistant Professor, IBM DEGREE COLLEGE, Bangarpet, Karnataka, Email id: vandanaesit@gmail.com, Contact Number: 9036644954

Abstract:
The introduction of the internet and smartphones led to a major shift in how we make purchases. Through a website, e-commerce businesses sell their products and services directly to their clients without the use of a middleman. We can order products using online shopping while sitting at home. The clients can choose the necessary things from a range of online offerings. Additionally, you can pay for the merchandise using a credit card, debit card, e-wallet, or debit card. In this essay, the various e-commerce models, their benefits and drawbacks, and current e-commerce developments are covered.

Keywords: Ascertained, Inattention, Middleman, Merchandise, Online shopping, Stuff.

Objectives of the Study

1. To study the various E-commerce framework.
2. To study the modern drift in E-commerce.
3. To study the possibility and limitations of E-commerce
4. To study the consciousness of consumers in E-Commerce.

Review of Literature:

Ms. G. Sivagami (2019) has carried out a study to analyse the E-commerce become a necessary component of daily living. Being able to access an e-commerce platform is not a luxury but rather something that everyone, especially those living in cities, must have. The rapid adoption of internet-capable gadgets like smartphones and tablets has led to an unmatched expansion of e-commerce. The development of



telecommunications technology has fundamentally altered how we live, communicate, and shop. It has a significant impact on our ability to travel, connect with friends and family, access information, and buy or sell goods and services. Players from all over the world are paying attention to the expansion of E-commerce volumes in India.

Razaz Waheeb Attar (2022) The study's findings potentially have an impact on both current research and daily life. The academic literature gains important insights from this investigation. The results can be used by students and scholars to further their understanding of social and