
Pandemic 2019 and Digital Transformation in India

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Introduction

The whole world is fighting against the corona virus. Corona virus (Covid-19) is a contagious disease caused by the newly discovered corona virus. The World Health Organization (WHO) has declared this condition to be an (epidemic) condition all over the country (or across the continent). The whole world is fighting against this. To prevent the spread of the disease, you should follow some measures such as wearing a mask, washing your hands regularly with soap for 20 seconds or using a sanitizer to bridge the social gap, and avoid going to crowded places. Senior citizens, the elderly, people with pre-existing illnesses and children should avoid going out and follow the guidelines given by the government. Countries spreading the disease and stopping its spread were forced to impose a complete lockdown on the spread of the infection. The entire lockdown was implemented in India and almost all parts of the world. Which provided only the necessities of livelihood such as vegetables-fruits, milk, medicines and medical services. And the lockdown situation has caused huge losses to the economy, on the contrary, it has caused huge losses to the global economy. And even after the government's deliberations to maintain social distance and security, everything is changing dramatically. There is digital transformation. Although the 21st century is the digital age and this situation has encouraged digital transformation. Digital transformation of education, learning, administration, business. Corporates are a new common denominator in India. Which has changed life, lifestyle, education, corporate everything. Due to this epidemic, safety measures were followed and social distance was maintained. The 21st century is the digital age and due to this Covid-19 (contagious disease) disease, there is a digital transformation business in India. This paper is the covid-19 (epidemic) all over the country (or across the continent) and is the current digital conversion in business that has now turned into a business. An e-business, also known as an electronic business, involves conducting activities on a device through the Internet and technology. It has a large number of functions and services. It covers a wide range of things like buying, selling, customer service, digital payments, information sharing, recruitment and more using the internet

Digitalization Era

The 21st century is the digital era. In our country India the government is taking massive efforts for the digital economy. "Digital India" is a campaign launched by the government of India to ensure that the government's services are made available to the Indian nationals digitally with good digital Infrastructure and good Internet Bandwidth and making the nation digitally empowered and strong in the field of technology. The government of India is taking various initiatives like "Make in India", "Skill India", "Digital India" to make India self-reliant and a powerful economy. With fully digitalized economy there will be transparency, which will weed corruption and have a positive impact on our economy and make our country powerful and self-reliant.

The pandemic situation has changed the scenario of almost everything. There is digitalization in every activity to avoid going out and complete the work with simple clicks at any point of time 24*7 at anywhere. Now there is E-Learning, E-payments, E-Business, E-Bookings, E-Governance and digitally empowered activities, digital is the hours need and with digitalization it will have a positive impact, improve transparency, weed corruption and enhance economic growth and will make India a strong powerful economy

Electronic Business (E-Business)

Electronic Business, E-business also known as online business is the digitally transformed business with the use of device and internet and the transactions are done digitally and the information being shared Digitally. With electronic business the communication becomes quicker, it gives flexibility, faster decision and communication is possible. With digitally transformed business many expenses of having a physical office and many others can be saved. With digitally transformed business, even the small entrepreneurs can do the business and can give the competition to the big players. There are no boundaries here, business can be done across the globe. And slowly and gradually this E-Business trend is also

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adopted in India also.

Electronic Business- The New Normal In India

With this pandemic situation there is digital transformation in the economy. Digitalization is being accepted in many activities. The businesses are now E-Businesses. Due to the pandemic situation to avoid going out and follow safety measures and maintain social distancing it is best to have a digitally transformed business. And E-Business platform in India is on a rise. There is increase in smart phone penetration, internet penetration, literacy and awareness regarding it. With Digitally transformed business there will be a huge market across the globe for the owners and will have a positive impact on our economy, will boost the economic growth, make the nation economy strong, powerful and self-reliant. With this, the Electronic Business is the New Normal in India.

Objectives of the study

- 1) To Know the Digitization Age and E-Business in India.
- 2) To study the Advantages & Disadvantages of electronic business.
- 3) To know the current trends of electronic business in India

Research Methodology

The present research work is a blend of descriptive and exploratory in nature. The research study undertaken is purely on secondary source of information. i.e. websites, journals, research papers and books.

Review of Literature

Dr. Anukrati Sharma (2013) in their research paper entitled “A study on E-commerce and Online Shopping: Issues and Influences” is an attempt by the researcher to study the recent trends, influences, preferences of customers towards E-commerce and online shopping and to give the suggestions for the improvement in online shopping websites. The study found that, most of the people who are engaged in making the decision of purchasing are in the age of 21-30 years. While making the websites for online shopping it must be designed in a very planned and strategic way.

Abhijit Mitra (2013) in their research paper entitled “E-Commerce in India-A review” is an attempt by the researcher to study the present status and facilitators of E-Commerce in the nation India, and to analyse the present trends of E-Commerce in India and also to examine the barriers to electronic commerce in the country India. In the research study found that, there has been a rise in the number of companies taking up E-Commerce in the recent past. The study also found that, major Indian portal sites have also shifted towards E-Commerce instead of depending on advertising revenue.

Advantages of Electronic Business

- 1) Digital conversion business saves a lot of money on physical office, utilities, office maintenance and other things that make products and services cheaper and also benefits new entrepreneurs or start-ups.
- 2) Information and communication enabled technology leads to faster communication process and facilitates faster decision making process.
- 2) Technology innovations and the use of devices like laptops, desktops, smartphones, tablets can be done at any time which offers flexibility and saves the cost of transportation to the office. Time too. Through which he works in a convenient place with his family and friends.
- 3) Marketing in e-business here is cheaper and more control is also possible.
 -)) Although there is no capital, there are no boundaries and there are more opportunities to make money around the world without any restrictions.
- 4) Electronic business offers the benefit of freedom. Freedom of space, hours, goals, needs and more.

Disadvantages of Electronic Business (E-Business)

- 1) one of the disadvantages in E-Business is lack of personal touch. Though the product being tangible we cannot touch or feel the product and also difficult to check the quality of product.
- 2) In traditional Business you get the products immediately as soon as you buy it. But it takes a longer time to get the product delivered due to huge bulk orders in E-business.
- 3) Even there are lot of security issues in E-Business. There is threat of hackers who are trying to steal the information and take the personal information.
- 4) In a developing nation like India the government is making efforts for strong digital infrastructure for technology and also in rural areas too. Thus, good network bandwidth and a device is required for digital access.

5) The nationals who are not literate or may be the elderly people who are not updated with technology for them digitalization is an obstacle.

6) Even the physical face to face interaction is not there which makes it difficult to build a relationship with the customer and also the customer might feel insecure with such conversations.

Covid-19 and digital transformation in Indian business.

Covid-19 (pandemic) The situation has changed all over the country (or across the continent). It is now a developing nation of e-learning, e-business, e-booking, e-payments, e-shopping, e-commerce, e-governance and India. The 21st century is the digital age. Digital transformation is now commonplace. In this (pandemic) condition all over the country (or across the continent) it has the power to digitally transform. Digital transformation has many advantages such as global, large market with no limits, easy access even for small entrepreneurs and will increase the efficiency of the business. Digitization of the country will have a positive impact on the economy, weed out corruption, make the economy transparent and boost economic growth and make our Indian economy strong, powerful and self-reliant. The Government of India is also striving for a strong digital economy and building good digital infrastructure for urban as well as rural areas.

Concluding Remark

The Covid-19 pandemic has fast forwarded the digital transformation and has changed the scenario. The whole world is fighting against the corona virus. The 21st century is the digital era and due to this covid-19 pandemic there is digital transformation in business which is the new normal in India. With electronic business the communication becomes quicker, it gives flexibility, faster decision and communication is possible. With digitally transformed business many expenses of having a physical office and many others can be saved. With digitally transformed business, even the small entrepreneurs can do the business and can give the competition to the big players. There are no boundaries here, business can be done across the globe. With this pandemic

situation and faster transformation to digitalization the whole nation should work on technologies to boost the economy with higher GDP, higher economic growth rate, self-reliant economy, increase in employment rate, reduction in poverty, transparent economy, weed corruption, and lead to economic growth and development for our nation India.

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