

Impact of Organizational Resources on E-Commerce Skills

¹SukhavasiSanthaKurmar²B.BalanagaLakshmi ³Dr. M. Subramanyam

¹Assistant Professor, Department of Commerce (Vaddeswaram Campus), Koneru Lakshmaiah Education Foundation (KLEF), Vaddeswaram, Green fields, Guntur, Andhra Pradesh, India -522302

²Assistant Professor, Department of management, (KLUBS, Hyderabad Campus), Koneru Lakshmaiah Education Foundation (KLEF), Vaddeswaram, Green fields, Guntur, Andhra Pradesh, India -522302

³Associate Professor, Department of Commerce (Vaddeswaram Campus), Koneru Lakshmaiah Education Foundation (KLEF), Vaddeswaram, Green fields, Guntur, Andhra Pradesh, India -522302

santa8023@gmail.com balanagalaxmi@gmail.com msubramanyam1978@gmail.com

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Abstract

This study examined the impact of organizational Resources on E-Commerce skills which consists of Financial resources, Technological resources, Training and development programs, cross functional collaboration, leadership support and guidance access, talent acquisition and retention. Electronic Commerce (E-Commerce) effort over a range of business settings. The authors focused the secret to increasing an organization's productivity lies in its ability to adopt new business models and technological advances. Traditional organizations need to undergo a radical self-revolution in order to remain competitive in the Internet economy. Our findings showed that the organizational context technology decisions are closely aligned with overall business goals and strategies.

Keywords: E-Business , Skills, Organizations, Deployment etc.,

INTRODUCTION

E-commerce is quickly becoming a critical undertaking for organizations to deliberate as it impacts all areas of business management. Organizational resources play a significant role in shaping the development, and proficiency of e-commerce skills within a company. Here are some impacts of organizational resources on e-commerce skills: Financial Resources, Technological Resources, Training and Development Programs, Cross-Functional Collaboration, Leadership Support and Guidance Access to Data and Analytics, Talent Acquisition and Retention and Performance Evaluation and Recognition. Organizations must also consider security, legal and tax aspects. E-business is changing all the rules and models. The ability of an organization to accept new business models and technological advancements is the key to enhancing its productivity. To compete in the Internet economy, traditional organizations must fundamentally transform themselves. For e-business to reach its full potential, digitization of the entire value chain is required. For the successful adoption of e-business, decision makers must comprehend the nature of these deviations and their potential influence, plan for them, and design the entire process to secure buy-in from all important stakeholders. By investing in these resources, companies can cultivate a skilled workforce capable of driving successful e-commerce initiatives.

According to W. Krenz, Vice President of A.T. Kearny, "In 1999, the best chemical company had the best chemists," Timmel [24, p.22]. The top chemical company in 2005 will employ the top e-professionals. This applies to all businesses across all sectors, not only those in the chemical industry. E-business is rapidly gaining momentum as a project for companies to consider, as it impacts all areas of a company's functions. This report examines impact of e-business adoption on numerous organizational characteristics. The emergence of new business models resulting from the growth of the Internet will eventually cause a shift in the way businesses and consumers do business. Figure1 shows the E-commerce Scenario:



Fig1.1 E-commerce Scenario

According to Hecker [10], a company conducting business online is engaging in e-business. It encompasses a large selection of management, production, and customer-focused activities performed by for-profit, public, or nonprofit organizations in addition to buying and selling. E-business is based on the processing and sharing of digital information, such as text and images, between computers and other electronic devices. The portion of internet business that deals with the buying and selling of products and services is known as e-commerce. E-business, in opinion of Agarwal, is whichever internet-based commercial operations that modifies exchanges between internal and external parties in order to create value and seize market possibilities that are controlled by the new regulations of the linked economy. E-business also necessitates continuous value proposition optimization for a company.

It will be necessary to reorganize processes, realign organizations, create new job descriptions, and review and change strategies to implement e-business applications. Companies will also need to address security, tax, and legal issues when implementing e-business software [13]. E-business is changing all the rules and models. For an organization to become more productive, it must be able to adopt new technologies and business models.

GROWTH OF E-COMMERCE IN BUSINESS FIELD

E-commerce affects the value chain's procedures in the exchange of products, cash, services, and information. Who, what, when, where, how, and why markets operate are all being profoundly altered by e-business. Several distinctive secondary effects are occurring as Companies incorporate e-business into their workflows. These outcomes include a rise in customer power, a rise in collaborative product creation methods, and a rise in focused marketing strategies [12].

E-business is focused on improving business performance through connectivity. It does this by implementing new technologies in the value chain to achieve transparency and visibility, as well as by connecting the value chains between and across external businesses and between business partners towards obtain competitive advantages. This notion of e-business goes much afar buy-sell interaction to encompass a change in how businesses are conducted. E-business, when used effectively, can help a company develop stronger bonds with its clients, boost sales, and save expenses.

From the moment salespeople start a transaction, through the production and service cycles, to the point at which customers pay their bills, e-commerce should have an impact on an organization at every level. The efficacy of a corporation is impacted by e-business in terms of its overall financial health. E-business involves more than just making online purchases; it also involves enhancing an organization's value by changing how it runs.

Using ICT technology, businesses can significantly improve and cut costs in a number of key functions across a variety of departments, according to GMT [9] and Dalton [6]. Services related to human resources, such as retirement planning, benefits, and job advertising. Interactions among employees, A system for executive information Purchasing, Automation and administration of the sales force. Teams for product development are Information management, strengthening partnerships with others, Slashing the time to market, lowering operating expenses, Refining staff satisfaction and communication, Preserving a competitive gain, growing client happiness. Traditional organizations must undergo a major makeover in order to compete in the Internet economy. The digitization of the entire value chain is necessary to reap the actual rewards of e-business [2]. Streamlining sales processes, improving client interactions, lowering operating costs, and significantly raising productivity and operating efficiency are some of the most frequently cited advantages of e-business [25].

IMPACT OF E-COMMERCE ON BUSINESS FUNCTIONS

The development and implementation of a company's strategy is significantly influenced by the introduction of an e-business system. The foundation of a successful e-understanding the company's business goals, not its e-business ambitions, is what makes up business strategy. E-business enables a corporation to increase market penetration, regional markets, etc. in addition

to encouraging advancements in procedure. Before they can be integrated, the procedures that will make up the e-business infrastructure must be determined and made available. If the organization's business objectives or procedures are not considered during the e-business deployment process, it is likely to be unsuccessful. [15]. E-business strategies need to be re-evaluated and changed on a usual base, similar to long-term corporate planning.

These days, business and IT strategy are created at the same time because IT affects every aspect of business operations, including order taking, inventory management, and billing. A poorly considered e-business strategy has resulted in some really bad errors [18]. Businesses used to have the luxury of creating their information technology (IT) strategies in the IT department and their business strategies in the boardroom. They then led the entire enterprise by combining these strategies. This is not a luxury for a corporation putting its e-business strategy into practice. Instead of being an afterthought, technology becomes the real cause and engine of the business's strategy [23]. Agarwal asserts that forming and continuing a successful e-business project depends on strategy and implementation. Just those companies that successfully combine critical business strategies and practices will see tremendous efficiency gains. To be successful, companies must also establish effective business procedures with solid back-end solutions that can meet users' demands for real-time services both now and in the future. B. Konana, Whinstone and Yin [2] claim Financial performance will improve as e-business operational excellence is attained. In light of this assumption, senior managers' primary responsibility is to identify the factors that influence operational excellence in the context of e-business before allocating the required resources to their development.

RESEARCH METHODOLOGY

This research is completely based on secondary data. The information gathered from various sources such as journals, books, trade and technical journals, etc.

ANALYSIS AND FINDINGS

The Fig1.2 shows the impact of financial resources on e-commerce.

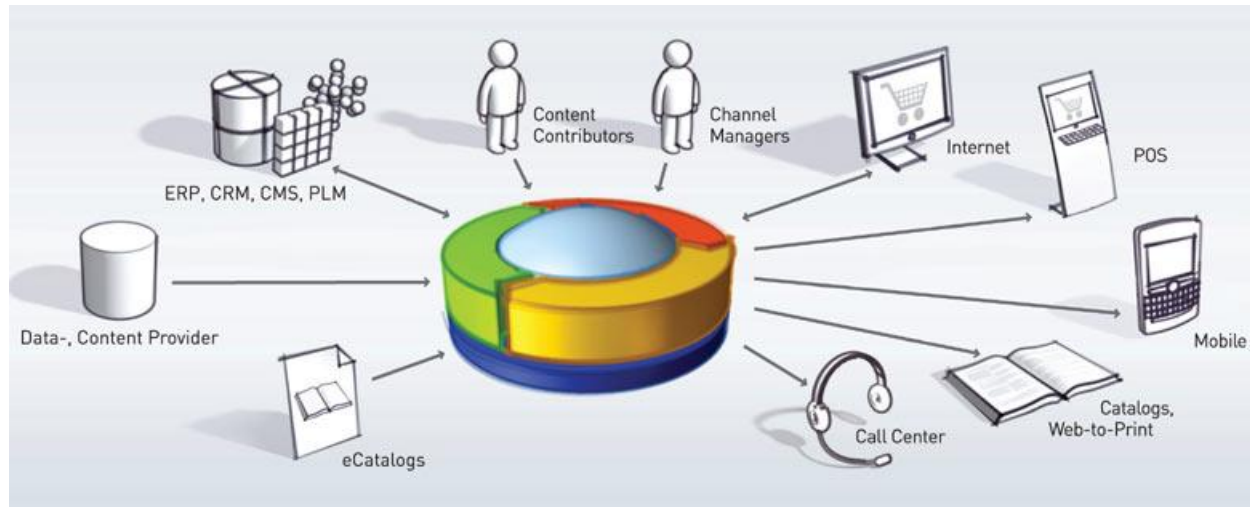


Fig1.2 The growth of E-commerce in financial services

We may infer from the above diagram that successful marketing and advertising are necessary to increase traffic and sales in e-commerce. Investing in digital marketing channels including influencer partnerships, pay-per-click (PPC) advertising, social media marketing, email marketing, and content production requires financial resources. The exposure and reach of an e-commerce business can be greatly impacted by the budgets allotted to marketing efforts.

Logistics and Shipping: Fulfillment and shipping costs are critical considerations in e-commerce. Financial resources are necessary to cover expenses related to packaging, shipping materials, carrier fees, and order fulfillment services. Additionally, investments may be required for implementing efficient order tracking systems, return management processes, and customer support related to logistics.

Client Service and Support: Providing exceptional client service is crucial for customer satisfaction and retention. Financial resources are needed to invest in customer support tools, live chat services, helpdesk systems, and trained support staff. Outsourcing customer service operations or employing dedicated customer assistance employees may also demand financial resources.

Expansion and Growth: Monetary resources are essential for scaling and expanding e-commerce businesses. This includes opening new sales channels, expanding product offerings, entering newmarkets, launching international operations, and establishing physical retail locations if applicable. Expansion efforts often require investments in market research, localization, partnerships, and additional marketing initiatives.

Research and Development: E-commerce is a dynamic field, and companies need to innovate and stay ahead of the competition. Technological resources play a critical role in the success of e-commerce businesses. They enable companies to excellently run operations, provide seamless user experiences, and stay competitive in the digital marketplace.

Here are some key technological resources in e-commerce:

E-commerce Platforms: E-commerce platforms serve as the foundation for online stores, providing the necessary infrastructure and tools to manage product catalogs, shopping carts, payment processing, order fulfillment, and customer management. Popular e-commerce platforms include Shopify, Woo Commerce, Magneto, and Big Commerce.

Website and Mobile Applications: A well-designed and user-friendly website or mobile application is essential for e-commerce success. It should be visually appealing, easy to navigate, and optimized for various devices. Technologies such as HTML, CSS, JavaScript, and responsive web design ensure a seamless and consistent user experience across different platforms.

Content creation, publication: Content creation, publication, and management are made possible for businesses by content management systems (CMS). They arrange equipment for content creation, editing, and organization, making it easy to update product information, blog posts, promotional banners, and other website elements. Popular CMS platforms include WordPress, Drupal, and Joomla.

CONCLUSION

When an organization implements e-commerce, it undergoes major changes in a variety of areas, including customer service, technical infrastructure, strategic planning, and human resources. For the adoption of e-business to be effective, decision makers must be knowledgeable of the nature of these changes and their possible effects, establish plans for them, and oversee the change process to involve all important stakeholders. An e-business initiative should not be started in a hurry; instead, it is crucial to thoroughly weigh the advantages before taking any more action. The following factors must be considered while developing e-business plans, which should be a part of the corporate strategy.

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