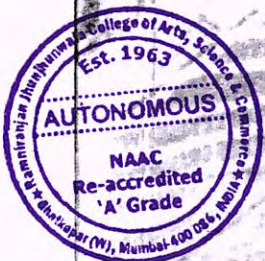


# CHANGING SCENARIO OF BUSINESS AND MANAGEMENT



  
PRINCIPAL  
RAMNIRANJAN JHUNJHUNWALA COLLEGE  
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)  
Ghatkopar (W), Mumbai-400 086, Maharashtra, INDIA

DR. SHASHI YADAV



## About the Book

The present volume focuses over the changing economic scenario and the general condition of business. The academic inputs in the book provide valuable insights into the changing scenario of business into various sector of economy. A total of 14 chapters contributed by the academicians from across the country has thrown light over the new and emerging dimensions of the economy like women entrepreneurship, scope of e-commerce, new approach of marketing, knowledge management, etc. An attempt has been made to cover a wide area through the academic material of the present volume with a view to fulfill the expectation of the academic fraternity.



Dr. Shashi Yadav is working as an Assistant Professor in Faculty of Commerce, Banaras Hindu University, Varanasi, Uttar Pradesh since February 2014. She also has industrial experience of five years in Banking Sector. Presently, she has to her credit 10 research papers published in several national/ international journals and one edited book published from national publisher. She has presented papers in various National / International seminars and conferences. She is also a certified member of Indian Institute of Banking & Finance (IIBF). She has specialized in Marketing and her research area includes Banking, Service Marketing, Agricultural Marketing, and other areas of marketing.



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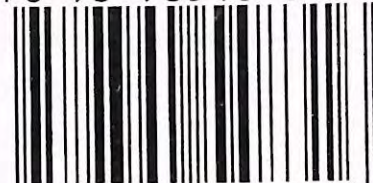


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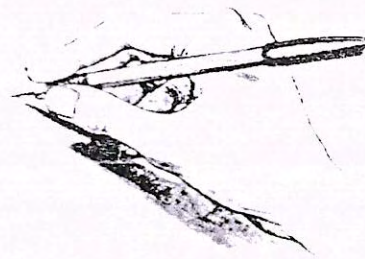


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**DR. SHASHI YADAV**

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## CHAPTER-3

### E-COMMERCE PIONEERS IN INDIA: A CASE STUDY OF AMAZON

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**Dr. Saraswathi Moorthy**

Associate Professor,  
R. J College (Autonomous)  
Ghatkopar [West] Mumbai  
onlysaras@gmail.com  
Mobile no: 9820567014

**Ms. Devaki Shetty**

Ph.D. student  
R. J College (Autonomous)  
Ghatkopar [West] Mumbai.  
devakishetty@gmail.com  
Mobile no: 9664202142

#### *Abstract*

*E-commerce plays a very crucial role in changing the shopping scenario. About few decades ago, it was impossible for anyone to imagine about fulfilling their shopping requirements without stepping out of their comfort zones and still able to get everything that they require at their doorsteps. In this chapter the researcher has explained in detail about the e-commerce industry with the help of a case study of Amazon.*

**Keywords:** *E-commerce, E-commerce industry, online shopping.*

#### **Introduction:**

E-commerce or Electronic commerce is a platform which facilitates the process of buying and selling through the medium of the internet. It functions in the four types of market segment such as Business to Business, Business to Consumer, Consumers to consumers and consumers to business.

E-commerce does not require a brick and mortar stores for its business, unlike physical stores. Business is conducted through websites or mobile based applications which can be downloaded through the play store or Google store. The customers can buy their requirements by making use of their computers, laptops, smart phones etc. to make their purchases. Ecommerce promotes

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