

# REMODELLING STRATEGIES FOR BUSINESS AND ECONOMIC DEVELOPMENT IN THE POST PANDEMIC ERA



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


**DR. SHASHI YADAV**

The present volume focuses over the modified strategies required to cope up with the challenges of crisis created by the COVID 19 for the development of business and economic activities. The academic inputs in the book provide valuable insights into the remodelling and redesigning strategies for business into various sector of economy. A total of 16 chapters contributed by the academicians from across the country has thrown light over the impact of COVID 19 on various dimensions of the economy like education, inflation, trends in e-commerce, corporate governance, stress 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 two 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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**DR. SHASHI YADAV**



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## CHAPTER-15

### CAREER OPPORTUNITIES IN THE INDIAN E-COMMERCE INDUSTRY

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Ms. Devaki Shetty  
Research Scholar  
R. J College (Autonomous)  
Ghatkopar [West] Mumbai -  
E-mail Id:  
devakishetty@gmail.com,

Dr. Saraswathi Moorthy  
Associate Professor,  
R. J. College of Arts,  
Science and Commerce  
(Autonomous)  
Ghatkopar, West Mumbai  
E-mail Id:  
onlysaras@gmail.com

#### *Abstract:*

*The growing success of e-commerce in India makes it relevant to study the career opportunities that are available in the e-commerce industry. The researcher has thrown some light on the various career options that are available in the country, both directly and indirectly related to e-commerce industry. The researcher has majorly used the secondary sources of data to study the career opportunities available in the field. The researcher has also orally interacted with some of the employees working in reputed e-commerce companies in the country for the purpose of the said chapter.*

**Keywords:** *E-commerce, careers in e-commerce, skills required.*

#### **Introduction:**

E-commerce is one of the very interesting innovations by mankind. The consumers were earlier completely dependent on the physical stores to fulfil their

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