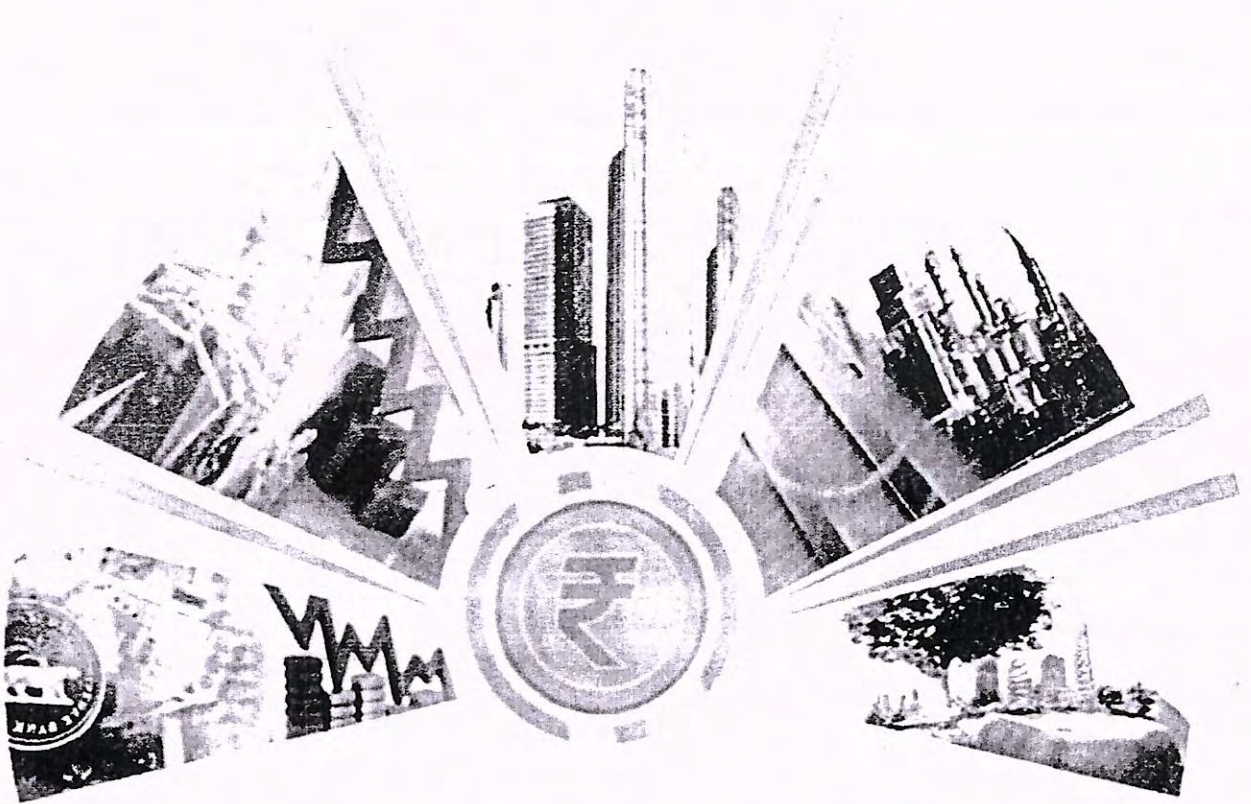


# REMODELLING STRATEGIES FOR BUSINESS AND ECONOMIC DEVELOPMENT IN THE POST PANDEMIC ERA



  
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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Website: [www.bookrivers.com](http://www.bookrivers.com)

Email: [publish@bookrivers.com](mailto:publish@bookrivers.com)

Moblie: +91-9695375469

Place: Lucknow

Year: 2021

MRP: ₹49/-

ISBN: 978-93-90548-93-4

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## CHAPTER-2

### FUTURE TRENDS IN E-COMMERCE

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#### *Abstract:*


*Smartphone penetration and increasing internet use, increasing online payment acceptability, and changing lifestyle have given India's e-commerce industry the huge opportunity to radically transform the way businesses interact with their customers.*

*The ambitious 'Digital India' initiative of the Government aimed to provide a one-stop-shop for government services will also improve the industry by introducing internet and telecommunications to remote areas of the country and boosting trade. This move will develop India into a connected economy and will also draw investment in the manufacture of electronics and generate millions of jobs.*

*Therefore, addressing the challenges in infrastructure, logistics, financing, and concentrating on fostering customer loyalty is necessary to bring in the next wave of sustainable e-commerce growth. The future of e-commerce is also promising and progress will come from mobile platforms, Omni channel services, personalization, analytics in social media, and the sharing of business models in the economy.*

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