




Innovative Business Practices Towards Sustainable Development



Editor
Dr. Shashi Yadav

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Principal
Ramniranjan Jhunjhunwala College,
Ghatkopar (W), Mumbai-400086.

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Dr. Shashi Yadav

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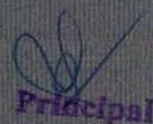
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Dr. Shashi Yadav

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[10]

A COMPARATIVE STUDY OF WAREHOUSE MANAGEMENT PRACTISES BY AMAZON & FLIPKART

Dr. Saraswathi Moorthy¹

Ms. Devaki Shetty²

ABSTRACT

The factors contributing to the improvements in the standards of warehousing are the increasing domestic consumption, growing industrial activities, rising foreign trade and the emergence of organised retail in the country. Warehouses are significant contributors towards the success of the e-commerce companies. Hence, it is mandatory for the companies to work towards the development of its warehouses as the businesses want to reduce the customer complaints by providing quality goods safely and promptly without any delay. So, it is necessary that they work on providing best facilities in their fulfilment centers which also acts as distribution centres for these e-commerce companies. Warehouse Management System [WMS] is a Software designed to increase the productivity through optimizing the operational efficiency of the warehouses. WMS helps to keep a track of all the activities in the warehouses so as to save time and also to get accurate data related to activities in the warehouse without conducting frequent warehouse audits. In this chapter, the researcher has attempted to study the warehouse management practises by Amazon and Flipkart and understand the recent technological advancements/initiatives adopted by the two companies.

Keywords: Warehouses, Warehouse Management System, E-commerce companies.

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The present volume focuses over the innovative business practices required to plan and implement for the sustainable development of business and economy of the country. The academic inputs in the book provide valuable insights into the various dimensions which demand for constant innovations for upgrading and developing the business in an economy. A total of 17 chapters contributed by the academicians from across the country has thrown light over innovations and newness adopted and practiced towards sustainable development of the economy like education, inflation, consumer behaviour, corporate social responsibility, trends in digital payments, logistics and supply chain management, skill management, water management, empowering rural women, 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 14 research papers published in several national/international journals and three 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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