



E-BUSINESS AND IT COMPANIES – A CRITICAL ANALYSIS OF OPPORTUNITIES AND TRENDS

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Abstract

E-business in the recent era provides large extent of opportunities in information technology based companies. E-business seeks to involve new processes or creation of new markets. E-business always looks for providing required support to customers. E-business helps in building good customer relationship management, e-business can explore the needs of customers and further it helps in fulfilling customer needs. E-business helps in creation of new streams for doing business electronically.

The four new streams with reference to opportunities are creation of new processes, creation of new channels, creation of new products and creation of the new markets. E-business also creates the new opportunities in the IT companies' namely portal managers for domain name assignment and maintenance, internet service providers, System integrators and tool developer. In this context, this conceptual and critical analysis focuses on the opportunities and trends created by the e-business and IT companies.

Keywords: *E-business, Information Technology, Critical Analysis, Opportunities and Trends.*

1. INTRODUCTION

Information Technology profoundly changes the landscape of the business. E-business is one among them. It stuns a lot because of innovation that are happening in the field of information Technology. Since the inception of Technology in the field of business double the stock data of the world in every 20 months and the usage of the internet connected devices by the user have reached 12 billion in the world. Personalizing the customer experience suggests they were in the new media outlets. Apps taking over the websites for shopping hence e-business not only to focus on the maintenance of the web sites but still towards reaching towards customer expectation with the usage of the apps and maintenance of the database so that server can run 24x7.

2. OBJECTIVES OF THE E-BUSINESS IN IT COMPANIES

- The ability to identify successful implantation of the e-business
- The conceptual and logical understanding of business opportunities
- The understanding the knowledge and skills to address the technical issues
- The conceptual orientation towards upcoming new technologies
- The ability to organize functional department to drive e-business

3. E-BUSINESS AND IT COMPANIES

The information Technology based companies rely on e-business environment hence the perspective of the e-business plays a strategic role in the IT Companies. IT Companies focus on the development of business analysis and system implementation. Cloud computing, Big data analysis, Storage area network, Grid and Sky computing creates the new business opportunities in IT Sector as well as in business environment. IT companies may involve the skills of information systems, business applications, Graphical user interface creation for the better usage of the web sites and the apps. Information Technology based companies must also show concern

About the following said areas to deploy e-business in more effective way.

- System Analysis
- Software and System Architectures
- Database and storage area
- Business Telecommunications
- Network Security
- Creation and maintenance of apps
- Internet applications



- Internet Marketing

4. THE INFORMATION SYSTEM ROLE FOR E-BUSINESS

Information system plays a very vital role in the field of e-business; following are the role of information system in the area of e-business

- Enhancing decision making capacity
- Emphasizing new service and products
- Attaining operational excellence
- Achieve customer satisfaction
- Providing value added service
- Attaining competitive advantage
- Long run service

5. OPPORTUNITIES OF E-BUSINESS WITH E-PROCUREMENT

Aberdeen's research reveals that the keys to success of e-procurement include:

- **Early process reengineering.** Best performing enterprises examined and "fixed" business processes before applying automated solutions. Slapping an e-procurement solution on an inefficient process will not fix that process.
- **Strong focus on user adoption.** End users will resist change, especially a change that may remove some of their buying power and prevent them from doing business with their "pet" suppliers (which usually are not best-performing or lowest-price suppliers).
- **Involvement of all affected stakeholders in system implementation.** Getting input from all internal groups and all affected suppliers typically speeds system acceptance and minimizes Implementation problems.

e- Procurement is going on now a day with the help of applications commonly known as apps. According to strategist from business standard they say though apps are fast becoming the desired way for e- procurement players to interact with consumers, merchants do understand that it is neither easy nor advisable to force their customers to go down that route. Currently, Myntra gets more than 90 percent of its traffic and over 70 percent of its revenues from its app platform. They are crucial differences in the way mobile websites and mobile apps allow customers to navigate and experience the shopping journey.

6. CREATION OF NEW OPPORTUNITIES AND TRENDS IN E-BUSINESS

The four new streams with reference to opportunities are creation of new processes, creation of new channels, creation of new products and creation of the new markets. E-business also creates the new opportunities in the IT companies' namely portal managers for domain name assignment and maintenance, internet service providers, System integrators and tool developer.

E-business Solutions Deliver Financial and Productivity Savings

- Increase contract compliance
 - Promote preferred vendors in search results
 - Promote "Organizational best buys"
 - Provide detailed data for auditing user and supplier compliance
- Identify new savings opportunities
 - By Supplier and Commodity using detailed spend reports
- Realize significant productivity savings
 - Increase efficiency of end users and procurement
 - Minimize IT commitments

E- business focuses on the with the help of digital communication in the internet era is increased efficiency in the business process, just time information for decision making and right tools for right results is very much essential for implementing e-procurement. E- Business pay attention on improved productivity, better decision by making optimality test and looks for right results. Unlike mobile websites, apps offer a customized experience because they work better in the background and allow e-retailers to collect user specific data such as recurring purchases, duration of browsing, preferred platform to share information and so on.



Key points in introducing e-business

- E-business is a “flexible solution” technology could be a one point solution.
- Does not need to be part of a strategic enterprise-wide architecture.
- E-business is mostly about changing buyer behavior.
- Supplier adoption, system Integration & Content Management are the challenges. Must go hand-in-hand with a Strategic Sourcing Strategy.

7. APPLICATION AREA AND IT TRENDS IN E-BUSINESS

- Artificial intelligence and optimization
- Bio-informatics and optimization
- Cluster analysis by optimization
- Collaborative filtering
- Data mining and financial applications
- Data warehouse and optimization
- Decision support systems
- Multiple criteria decision making in data mining
- Optimization and classification
- Optimization and economic forecasting
- Optimization and information intrusion
- Scientific computing and computational sciences
- Sensor network
- Social information retrieval by fusing different information sources
- Social Networks analysis
- Text processing and information retrieval
- Visualization and optimization
- Web search and decision making
- Web mining and optimization
- Website design and development
- Wireless technology and performance
- Healthcare and Biomedical Informatics
- Image processing and analysis
- Information overload and optimization
- Information retrieval by optimization
- Intelligent data analysis via optimization
- Information search and extraction from Web using different domain knowledge
- Knowledge representation models

8. CONCLUSIONS

E-business is the integrated platform; in this paper author were urging to say most of the Information technology based companies were showing interest to promote their business, products and service hence it may create new business opportunities and new trends in the area business research. Further this conceptual and critical analysis focuses on the opportunities and trends created by the e-business and IT companies.

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