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Review Of Research



A STUDY OF ROLE OF E-COMMERCE IN SUSTAINABLE AGRICULTURE DEVELOPMENT

Dr. P. N. Shende

Associate Professor , Deccan Education Society Pune's Kirti College, Dadar,
Mumbai, India.

ABSTRACT:

The traditional commerce practices are very well aided by the technological tools and apps in today's world. The heart of all this activities is E-Commerce. The Concept of E-Commerce is very well adapted in this Technological era. In this research paper the researcher has explored



the various facets of E-Commerce. It also explores the various important components of Sustainable Agriculture Development. The main aim of this research paper is to understand the role of E-commerce in the development of Sustainable Agriculture Development and the intrinsic relationship between various components.

The major themes covered are

1. Study of E-Commerce components
2. Study of Sustainable Agriculture Development Components.
3. Role of E-Commerce in Sustainable Agriculture Development.

The E-Commerce is started to make an impact on everyday life of common man. The E-Commerce has revolutionized the way the supply and delivery mechanism and different business processes. But the Sustainable Agriculture Development is yet to settle down in India. The E-commerce can play the major role in improving the Agriculture products market. Therefore, it is of utmost

important to understand the role of E-commerce in the Sustainable Agriculture Development.

The research paper is expected to come with the formation of relationship between various E-Commerce and Sustainable Agriculture Development components and is possible present a theoretical model for the same.

KEY WORDS: E-Commerce, traditional commerce practices, Agriculture Development.

1. INTRODUCTION:

1.1 Introduction to e-commerce

The agriculture sector is at the heart of the India's economy. Though it is being neglected for last few years, it is projected that it has a capacity to offer maximum jobs in this sector. The agriculture development is slowly becoming a point of importance. Not only development, but a better say is 'Sustainable agriculture development'. no. of steps needs to be done to achieve it. The technological innovations can play a major role into making is sustainable. The term E-commerce is a buzz word today. We can see there are no of ecommerce sites are coming up and doing a good business. The integration of these two can result into offering of high quality products, less delivery time and importantly at the lowest cost possible. The role of e-commerce has become a need of doing a good business. Some of the E-Commerce definitions are listed below,

a1. Vladimir Zwass, a world renowned academic in Computer Science & MIS, defines e-commerce as "The sharing of business information, maintaining business relationships, and the conducting business transactions by means of telecommunications networks."

Treese and Stewart gave their view of Internet-commerce as follows: "The use of the global Internet for purchase and sale of goods and services, including service and support after the sale. The Internet may be an efficient mechanism for advertising and distributing product information, but our focus is on enabling complete business transactions."

In short electronic commerce includes the use of data processing and communication technologies. It needs to be used in business financials, online bookings, order processing, inventory management etc..

Majorly, four types of IT services are used in e-commerce

1. Electronic messages, email: Services like SMS, gmail, yahoo email services
2. Sharing a digital library: Digital library like Shodhganga, Delnet for research purpose.
3. Electronic document interchange and funds transfer: Facility for electronic funds transfer
4. Electronic publishing for marketing and customer support: Use of Social networking and mobile apps

Special characteristics of electronic commerce and Web commerce:

- Information exchanged and processed e-commerce software.
- Transactions are automated.
- Following Business support services are carry out, such as
- Electronic information exchange using online applications
- Online trading facilities
- Products variety availability
- Ordering and Logistic support system supports
- Management and statistical reporting systems

1.2 Introduction to sustainable agriculture development

Sustainable agriculture is nothing but producing sufficient food without overuse of earth resources or polluting environment.

Sustainable agriculture is an agriculture of social values, which is contributing positively to rural communities, decent lives for families on the farms, and ample amount of food for everyone.

Listed below are some of the key considerations for making a farm more sustainable,

1.2.1 Target Markets knowledge, Profit maximization and its protection, and value Addition to Products.

This can be achieved by following activities,

- Direct marketing approach.
- Cooperative formation for farmers.
- Value addition -- on-farm processing.
- Critical evaluation of Rural Enterprise
- Agri-Tourism
- Budgets and Production Costs calculations for Organic Production
- Steps and Checklists for Organic Inspection:
- Direct Marketing
- Farmers' Markets

1.2.2 Building sustainable Soil Structure and improve the soil Fertility

- No use of synthetic fertilizers.
- Fertilization decisions depend on soil tests.
- Treating Soil as a living entity
- Maintain Soil organisms to preserve healthy diversity.
- Apply Sustainable Soil Management
- Develop drought Resistant Soil

1.2.3 Protect Water Quality on and Beyond the Farm

- Increase soil organic matter
- Use soil conservation practices
- Manage irrigation to enhance nutrient uptake.
- Produce livestock.

1.2.4 Manage Pests Ecologically:

- Use Minimal Pesticides
- Build healthy, biologically active soil and prevent pest problems
- Create positive habitat for beneficial organisms
- View the farm as a component of an ecosystem,
- Identify and study the pest species and its life cycle and ecology.
- Use pesticides as the last option, 1.2.5 Maximize Biodiversity on the Farm
- Integrate crop and livestock production.

1.3 E-Commerce and sustainability – A Diagrammatic Presentation

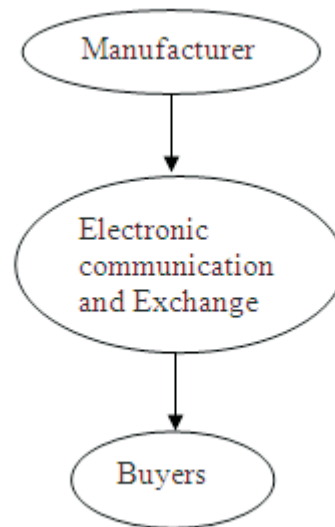


Diagram No. 1

Issues in E-Commerce

1. Internet Infrastructure and cost effectiveness
2. Travel means and supply chain along with environment changes
3. Waste reduction and Production consumption facilities
4. Minimum infrastructure and less wastage
5. Cost reduction and automation problems
6. False brand projection on internet of company

1.4 Major parameters which influences e-commerce and sustainability

1. Trust

Consumers faith in products or services is only reason for product sell. It makes use of E-Commerce technologies, easy e-transaction process, and High increase in acceptance and adoption of E-Commerce, improvement in consumer product commitment, sustains long-term relationships with customers, assists the acquiring of a competitive benefit. It maintains customer information privacy, and helps customers to tolerate the irregular mistakes made by the e-trader.

2. Security, Fraud and Hacking

Information security is a major hurdle for the growth of E-Commerce. The internet security is an important concern for the internet users also. Apart from this fraudulent behavior of online retailers is a key concern for Internet users and, therefore, the protection from Hacking and hackers is of utmost importance. The important factors like security and privacy, trust, innovativeness, familiarity, and awareness level result into increasing the acceptance of e-banking services among Indian customers.

3.Awareness and Perceived Usefulness

Customers use E-Commerce as a facilitator for conducting online shopping. Also online banking is a new area to many customers, and there is a lack of awareness about online banking prevents

customers from using it. Important determinants of user acceptance are perceived usefulness, ease of use, compatibility, interpersonal influence, external influence, self-efficacy, facilitating conditions, attitude, subjective norms, perceived behavioral control, and intention to use services/system.

4. Accessibility

As the internet is fast becoming a major source of information and services, a well-designed e-commerce website has become essential so that citizens can access public information and improve their participation. E-commerce websites can serve as a tool for both communication and relations for the customers and general public. Information and data can easily be shared with and transferred to external stakeholder (Moon, 2002). Henry (2006) defines web accessibility as getting people to use, perceive, understand, direct and interact with the web. The International Standards Organizations (ISO) has defined accessibility as “the usability of a product, service, environment or facility by people with the widest range of capabilities”.

5. Role of Government

The government’s role for the development of E-Commerce is to provide robust secure online payment options, ensuring a solid ICT infrastructure, providing educational programs and building up awareness. The growth of E-Commerce the Government promotion and support is a crucial factor. The government demonstrates strong commitment to promoting E-Commerce. Government’s support was recognized as an important element in the development and growth of local E-Commerce.

2. HYPOTHESIS

Null:

There is no relationship among E-Commerce components, sustainable agriculture development and factors influencing sustainability

Alternative:

There is a relationship among E-Commerce components, sustainable agriculture development and factors influencing sustainability

3. OBJECTIVES:

1. Study of E-Commerce components
2. Study of sustainable agriculture development.
3. Role of ecommerce in sustainable agriculture development.

4 COMPONENTS OF ECOMMERCE

1. Supply chain and logistics management
2. Customer service in logistics
3. Inter-organizational information system

5. COMPONENTS OF SUSTAINABLE AGRICULTURE DEVELOPMENT

1. Protecting Water Quality and Supply
2. Sustainable Land Use: Maintaining Wildlife Habitat and Biodiversity
3. Renewable Energy Production and Consumption
4. Plant and Animal Production Practices

5.Labor Practices and Social and Economic Equity

6. E-COMMERCE COMPONENTS AND INFLUENCING SUSTAINABILITY FACTORS RELATIONSHIP

The Sustainability factors, in general, has an internal connectivity with E-commerce components. The relationship between them is mutually affecting to each other.

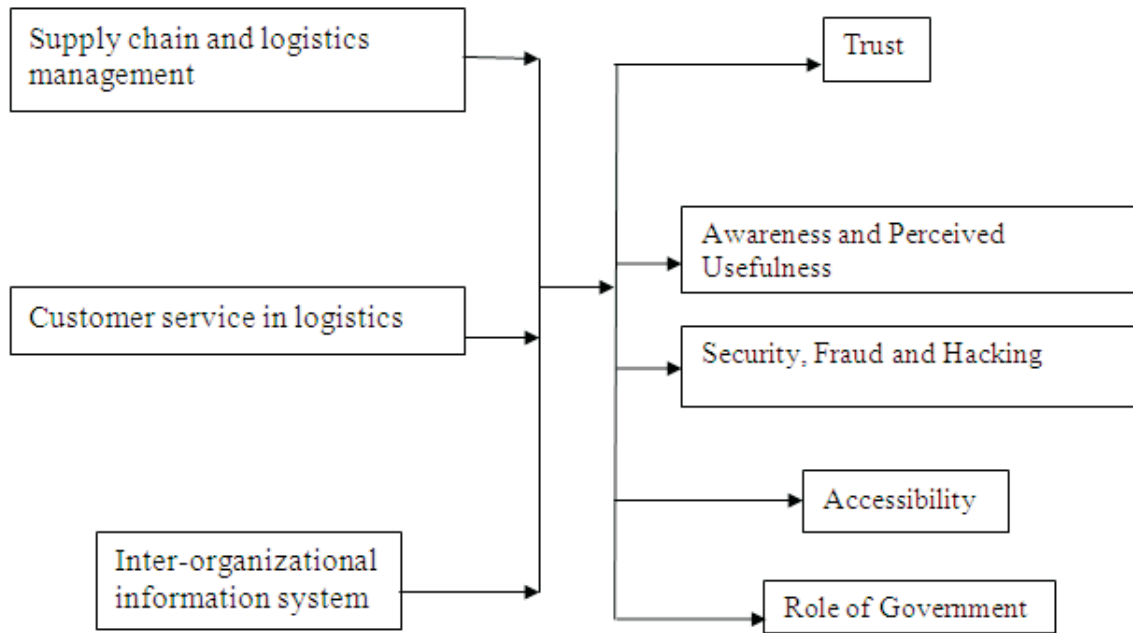


Diagram No. 2

7. Interrelationship in E-Commerce components and Sustainable agriculture developments components

It is important to understand the interrelationship between E-Commerce components and Sustainable agriculture developments components.

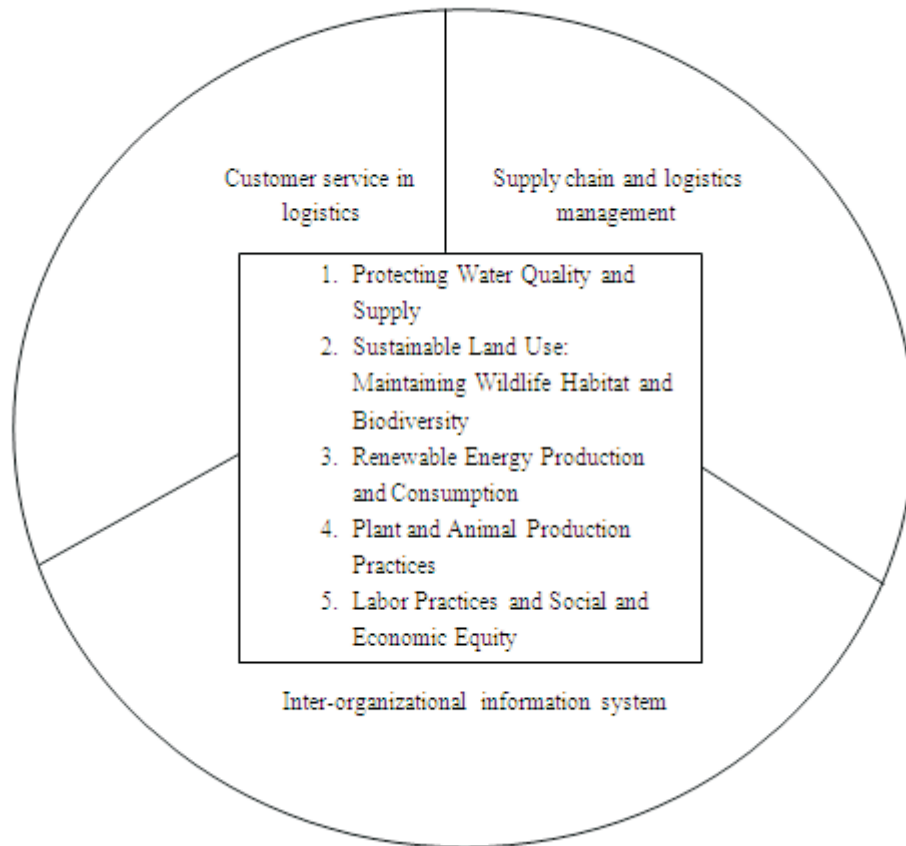


Diagram No. 3

8. Proposed Model for E-Commerce and its role in Sustainable agriculture developments components

The proposed model presented with an aim of understanding the importance of sustainable influencing factors with the E-Commerce and sustainable agriculture development components. The model presented suggests that the major factors which influences the sustainable development needs a greater attention while maintaining the relationship between the E-Commerce components and Sustainable Agriculture development.

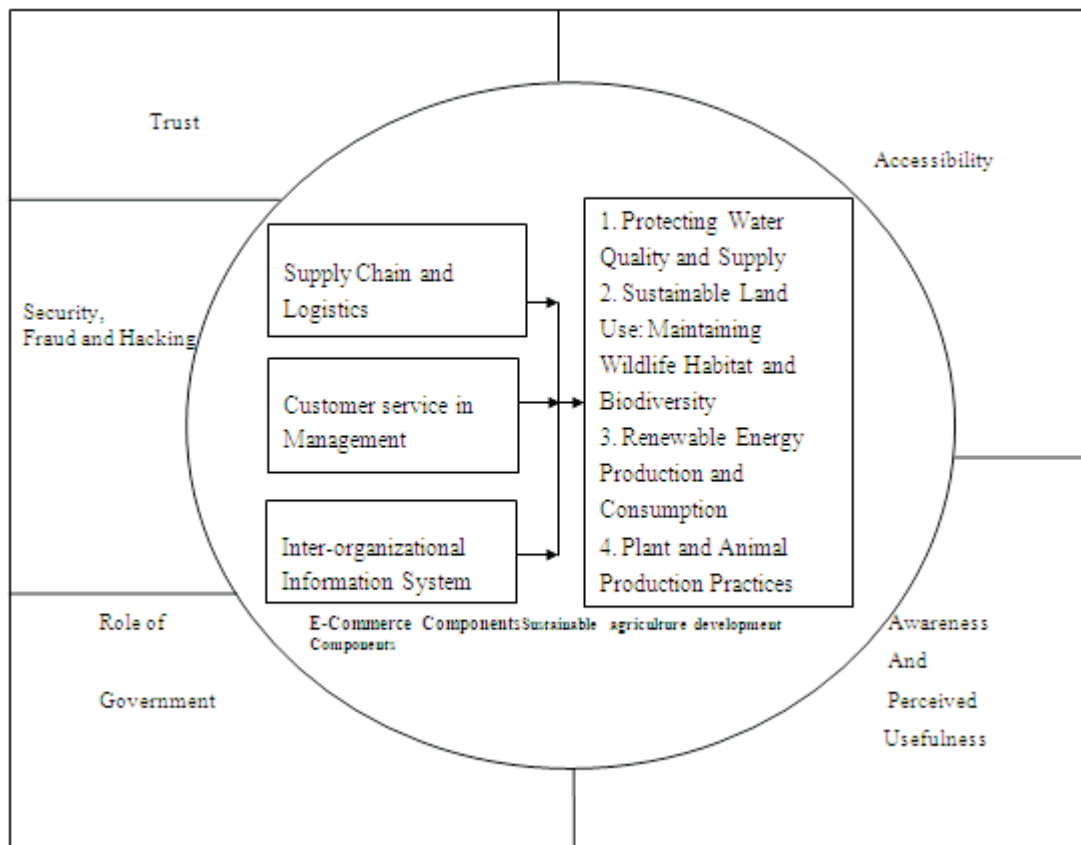


Diagram No. 4

9. SCOPE OF RESEARCH PAPER:

The scope of research paper is limited for identifying the various components of E-Commerce and Sustainable Agriculture development and their conceptual relationship among them.

10. CONCLUSION

The researcher has presented the conceptual relationship between various components of E-Commerce, Sustainable agriculture developments components with the factors influencing sustainability. There is a definite relationship between them therefore, we can conclude that the alternative hypothesis is accepted. The research is open for in-depth analysis of relationship between the mentioned various factors for future researches.

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