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RESEARCH PAPER

Future of E- commerce in India

■ Shweta Yadav

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ABSTRACT

The future of e-commerce is bright and growth will come from mobile platforms, personalization, social media analytics, omni-channel service, and sharing economy business models. The listing of Alibaba on the New York Stock Exchange at the valuation of \$231 billion has brought global focus on the e-commerce market. The e-commerce industry continues to evolve and experience high growth in both developed and developing markets. With the emergence of non-banking players in the payments industry and innovative vertical specific startups, the Indian e-commerce market is expanding at a rapid pace. The digital commerce market in India has grown steadily from \$4.4 billion in 2012 to \$13.6 billion in 2016 while the global market is forecasted to reach \$1.5 trillion in 2016. Increasing mobile and internet penetration, m-commerce sales, advanced shipping and payment options, exciting discounts and the push into new international markets by e-businesses are the major drivers of this unprecedented growth.

KEY WORDS : Future of E-commerce

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