

# Future Directions of E-Commerce in the Global Business Landscape: The Emerging Trends

**Prof. Apurv Pathak and Padaya Priti Devji**

Jai Bharat College of Commerce (Night), Mumbai, Maharashtra, India

**Abstract:** *In order to understand the existing and future trends regarding the contribution of business development service (BDS) providers to the success of micro, small, and medium-sized enterprises (MSMEs), this study reviews the research literature. The MSMEs represent 60% to 80% of all jobs, making them a significant factor in the development of the economies of the countries. For MSMEs to learn and develop new skills in marketing, operations, management, resourcing, technology, and innovation, access to BDS providers (public and private) is crucial. The study literature does, however, highlight the immature character of BDS markets, the low level of MSMEs' acceptance of BDS, the dynamic obstacles facing BDS providers, and the shifting market patterns from public to private BDS providers. The research's primary goals are to: 1) assess the BDS concept's evolutionary aspect; 2) comprehend the definition of BDS providers; 3) pinpoint the major difficulties faced by BDS providers; and 4) pinpoint the strategic activities performed by BDS providers.*

**Keywords:** literature study; business development services provider; business counsel; BDS issues; MSMEs.

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