

Impact of E-Commerce on Business Practices

Prof. Apurv Pathak and Pandit Bandu Dagdu

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

Abstract: *In the modern business environment, e-commerce has shown to be one of the most successful business models, offering a host of advantages to companies. The main objective of this study is to evaluate how E-commerce affects business performance. The global marketplace, the absence of time restrictions, improved customer connection building, lower fixed costs, and other important effects are just a few.*

Keywords: E-commerce, business effect, and business performance

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