

Examining the Impact of E-Commerce on Traditional Retail Businesses

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Abstract: *This abstract delves into the transformative impact of e-commerce on traditional retail businesses, examining the challenges and opportunities presented by the rise of digital technology in the retail landscape. Drawing upon insights from scholarly literature and empirical studies, the abstract provides a comprehensive overview of the evolving dynamics between e-commerce and traditional retail. It highlights the key drivers behind the growth of e-commerce, including advancements in technology, shifting consumer behaviors, and changing market dynamics. Moreover, the abstract explores the various implications of e-commerce adoption for traditional retailers, such as the need to adapt business models, optimize omnichannel strategies, and prioritize customer-centric approaches. By synthesizing theoretical frameworks and empirical evidence, this abstract offers valuable insights into the multifaceted impact of e-commerce on traditional retail businesses, informing strategic decision-making and adaptation strategies in the digital age*

Keywords: Expressive, Morals in Money, Monetary Hypotheses, Corporate Money, Internationalization, Partner