

Study of Business Models of E-Commerce in Rural Areas of Vidarbha Region

Abhijeet Joshi

Research Scholar, Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur, Maharashtra, India

Abstract: *Information Technology has been playing a vital role in the future development of financial sectors and the way of doing business in an emerging economy like Bangladesh. Increased use of smart mobile services and internet as a new distribution channel for business transactions and international trading requires more attention towards e-commerce security for reducing the fraudulent activities. The advancement of Information and Communication technology has brought a lot of changes in all spheres of daily life of human being. Ecommerce has a lot of benefits which add value to customer's satisfaction in terms of customer convenience in any place and enables the company to gain more competitive advantage over the other competitors. This study predicts some challenges in an emerging economy.*

Keywords: E-Commerce, Information Technology, Customer Satisfaction, Business.

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