

A Study of New Trends in Business and Management

Prof. Namita Parab and Bohra Rajbahadur Dhanbahadur

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

Abstract: *The Commerce and Management sector, which encompasses both education and business, has benefited more from technological advancements and computerization thanks to the internet. Late Pattern of amazing development of "Portable" entrance with Advanced cell use and application should be tended to among the understudies of trade, the executives and bookkeeping. Understudies from The executives and Trade stream seeking after MBA and MCom alongside understudies of ICAI need to realize the digitalization cycle of business with Advanced cell or element cell phone. In the last two years, the Indian market for these handheld devices has grown by more than a billion, and digitalization of marketing in many industries is growing even faster. This paper gives computerized promoting system versatile as an arising pattern for both scholarly world and industry.*

Keywords: Management, technology, business, the internet, computers, the internet, mobile, smart phones, and digital marketing

I. INTRODUCTION

In the most recent twenty years, Web has turned into a key promoting correspondence engines registering gadgets from PC, work stations, mobiles and tablet have been penetrated more than millions across the globe. In the early 1990s, when Tim Berners Lee defined the WorldWide Web and the browser later brought the information on top of the operating system, the term "navigation with modem and telephonewire" was used to describe the process of connecting computers worldwide via a host and servers. The web is all about connecting computers, servers, hosts, and transferring information. The web contains information, just like any computer. Using scripting languages like HTML, Java, or PERL, anyone can create a website with information spread across multiple pages for businesses, government agencies, or even individuals. There are billions of pages on the web even in early 2000s. Both business and academia have benefited greatly from the ability to search web pages for specific information. Similar to finding a book in a magazine or library, searching the Web is similar. Yahoo and Google were created as a result of competition for better search engines. The web search mechanism was dominated by Google. There are "Search Engine Results Pages" (SERPs) when someone searches for "Amaravathi" in Google. These web pages provide information about what the user searched for in their browser. This has been significantly having an impact on the method of business dealt with by purchasers too firms. In developed countries, more than two-thirds of households now use the Internet at home. In 2016, the number of internet users reached six billion, with China leading the way with more than 650 million users, India with more than 400 million users, and the United States with more than 300 million users. Every day, or even every hour, people, marketers, and salespeople are impacted by social media usage. More than eighty percent of the world's population, if not all of them, are aware of Facebook, Twitter, WhatsApp, and YouTube. Fiber optics and wireless technology have greatly facilitated the penetration of social media, which has resulted in billions of users and application development on the internet, websites, and faster networking from 2G to 3G to 4G to 5G. Handheld gadgets will rule in the years to come and business colleges need apply how to utilize and what to utilize and when to utilize data with appropriate strategy.

II. LITERATURE REVIEW

A critical distinction between computerized promoting and customary showcasing is that the former utilizes computerized innovations that are intrinsically quantifiable and offices the creation of relationships among clients and firms, though the last option is undeniably more mass communication situated. (Wymbs, 2011) One important trend in

commerce and management is how the internet affects consumers and businesses alike. According to Betty Parker (2014), the development of a major, minor, certificate, or concentration in marketing can only enhance the field's contribution to business studies, research, and skill development. The proliferation of digital marketing technologies and business practices presents marketing programs everywhere with numerous opportunities and challenges.

2.1 OBJECTIVES

- Study mobile growth
- Study mobile penetration in India
- Study the impact of Apple's iPhone
- Study smart phone growth

III. METHODOLOGY

We have utilized just auxiliary information gathered from magazines, papers, and internet.

Mobile Growth According to Statistic and eMarketer, the global number of mobile phone users will reach five billion by 2019. By 2016, there are eight billion mobile connections across the overall as China kept on being pioneer with over 1.2 billion mobile associations and India has more than one billion portable associations. According to statistics this phenomenal growth significantly raises the prevalence of social media and the internet, even in developing and underdeveloped nations.

Smart phones were created with mobile connectivity and numerous additional features. Since 2010, when Apple introduced the iPhone, these have ruled the world. About a quarter of all mobile phone users had smart phones by 2012. In 2015 and 2016 additional 1.5 billion advanced cells are sold for the most part in China and India, as per data retrieved. Over a billion more people worldwide are expected to use smart phones by 2018. Although VIVA, Appu, and other Chinese companies are expanding, Samsung and Apple remain the market leaders in smart phone manufacturing. The inquiry is the way trade schooling utilize this to affect monetary, human resource and promoting information in the educational program to have higher proficiency.

According to the Economic Times, 20 February 2017 p:12, Samsung shipped 306.4 million smartphones and Apple shipped 216.1 million smartphones out of 1.495 billion smartphones sold worldwide in 2016.

Firms' global shipments of smart phones in millions in 2016 include Samsung, Apple, Huawei, Oppo, BBK, and others. Oppo and BBK have increased by more than one hundred percent from the previous year.

However, Apple rose to the top of the smart phone sales charts in the most recent quarter. According to Business Standard on February 14, 2017, the feature mobile phone showed a decline. Google's Android has a share of 81.7%, followed by Apple's iOS (17.9%), Windows 0.3 percent, and others 0.1 percent. Some of these have Facebook and Twitter, a camera, an FM radio, a memory card for storing or viewing movies or music, and others. As per Cybermedia, highlight phonesthold 57% market in 2016 yet PDA might be the greatest market in 2017.

Mobile as Computerized instrument

Cell phones have been utilized quickly and development is an extraordinary peculiarity. The release of the iPhone in October 2007 marked the beginning of this procedure. It has been a phenomenal worldwide success. In the last three years, it has grown to a fifty billion dollar market. A product comparable to the iPhone is not even manufactured by fifty companies. Another important factor that led mobile users to use social media in addition to email, office attire, and numerous applications was the development of applications for the iPhone. From 40 million in 2010 to 72 million in 2011, 124 million in 2012, 151 million in 2013, 168 million in 2014, 230 million in 2015, and 210 million in 2016, the iPhone's growth. Despite a slowdown in iPhone sales in 2016, Apple sold 78.2 million units in the first quarter of 2017 to become the world's largest smartphone seller, surpassing Samsung.

This is a great way for on-demand consumer-facing businesses to attract customers to their goods and services. Google and Bing release mobile-friendly updates in response to the growing number of mobile searches. Portable utilization and search has overwhelmed the world in most recent two years. 61% of smartphone owners conduct daily searches from their devices, and 80% of 5 people never leave the house without a mobile device. In fact, smartphone research time is now exceeding 15 hours per week for consumers.

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IV. ANALYSIS

GROWTH OF USE OF INTERNET

The world's population is 7,432,663,275, and 46.1 percent use the internet as per statistics. The three billion web use happened in 2014-15. The total number of internet users as of the end of March 2009 was 1766.403 million, so the two billion mark for internet usage occurred in 2009-10. In 2004-2005, one billion people used the internet, and in 2000-2001, half a billion people did.

GROWTH OF USE OF SOCIAL MEDIA

With software development on Windows and UNIX, the internet grew from a million to 100 million users, allowing consumers to quickly share and exchange information with others. One specific website sparked the development of social media. It all started in 1997 with the birth of Six Degrees, a social media platform. SixDegrees allowed users to create profiles and connect with a small number of people online. After this, people were able to instantly communicate with other readers and others via a blog or message during the era of instant messaging and blogging. JornBarger is credited with coining the term "blog."

America Online, AOL's instant messenger, gained popularity at the beginning of the 1990s. Since more than 100 million people started using the internet in the 2000s, the rise of social media was driven by engaging conversations, sharing photos, music, and other experiences, chatting, and discussing a wide range of topics. By 2003, MySpace had become a popular place for young people to create profiles and make friends. A model would to promotear work or music in MySpace. The brilliant concept of LinkedIn, a social media platform still in use today, allowed professionals and experts to connect with one another.

MARK Zuckerberg launched Facebook in 2004 for understudies of Harvard University which is one of the best three colleges of the Globe. This social media company became a phenomenon due to its capacity for sharing and credibility. Over 2 billion people use it worldwide, with India having the second largest user base. In 2006, the fame of message messaging or SMS propelled Jack Dorsey, Business Stone, Noah Glass and Evan Williams to make Twitter, a service that had the special qualification of permitting clients to send "tweets" of 140 characters or less. Twitter currently has more than 500 million users. There were dozens of social media companies after 2010, including Flickr, Photobucket, and Instagram, which allow users to share photos. It became so simple to send music and photos when mobile cameras became popular. The microblogging website Tumblr debuted in 2007. Along with Pinterest and Spotify, Foursquare became a popular smartphone website. From Individual sites to business sites all have Facebook and Twitter addresses, that is the incredible effect of online entertainment. These are included in advertisements on television and in print for faster mobile connectivity in developing nations. Organizations have putting billions of dollars to are utilizing web-based entertainment to promotetheir items and administrations at a quicker rate and lower cost.

DIGITAL MARKETING

The use of the internet, social media, mobile apps, and other digital communication technologies has become a part of the daily lives of billions of people and the businesses of billions of people. The amount of exposure to digital media, particularly social media, has been phenomenal. People search for information about products, buy and consume those products, and share their experiences with others. Businesspeople can also monitor who is looking, who is buying, and who is communicating online. Indeed, even business have to work with other business on the web. For vehicle organization need to follow who makes tires, seats, radio, glass product, plastics, and so on. In a similar vein, a computer must understand how to acquire microprocessors, memory, a mother board, a keyboard and mouse, a hard disk, a power supply, software, and other components. This has developed into business to business promoting. According to Rowley (2004), the Internet is a marketing channel that integrates marketing communication with commercial transactions and service delivery and is interactive, accessible, and all-encompassing. According to Gurău (2008), interactivity, transparency, and memory are three distinct but co-existing characteristics that distinguish digital communication from any other channel. According to Van Bruggen et al. (2010), the new market realities brought about by the internet include direct relationships with empowered customers, increasing transaction fragmentation, and customers' shifting channel requirements. According to Andrew T. Stephen (2014), marketers have increased their use of digital marketing channels in response to this fundamental shift.

TREND IN THE ENVIRONMENT OF COMMERCE AND MANAGEMENT

Internet-based computerization and technological advancements have had a greater impact on the Commerce and Management sector, both in business and education. Students of commerce, management, and accounting need to be made aware of the recent trend of phenomenal growth in "mobile" penetration, which includes the use of smart phones and their applications. Understudies from The board and Trade stream seeking after MBA and MCom along with students of ICAI need to realize the digitalization interaction of business with Advanced cell or feature cell phone. In the past two years, the Indian market for these handheld devices has grown by more than a billion dollars, and digitalization of marketing in numerous industries is growing even faster.

V. CONCLUSION

Technological changes have imbued higher proficiency as entrance of PCs, internet and organizing arriving at masses even in India. The mobile technology revolution has made it possible to take pictures, listen to music, talk to one another, and send messages. By 2020, every Indian will have a mobile device that they can share and use, not just at work and at home. Digital marketing has established a major trend in commerce and management that can be applied in both academia and business to attract the young generation and achieve positive results. Business colleges need to investigate ways to bestow fundamental abilities in finance, human asset and promoting with mobiles.

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