

A Study on Digital Approaches in the Web Based E-Commerce Industry

Prof. Apurv Pathak and Sharma Nilesh Shayamsunder

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

Abstract: *With the advancement of web based business, different scale, ventures and undertakings can further develop efficiency and benefit in new ways. At the same time, digital transformation and digital services are becoming increasingly popular as e-commerce develops. Nonetheless, scientists give little consideration to the connection between the two, and there is as yet a hole in the bibliometric examination and exploration on this point as of now. Given this context, it is crucial to investigate the connection between digital transformation and electronic commerce. For a comprehensive data and visual analysis, 253 articles from the Web of Science database were compared to those for "Electronic Commerce," "Innovation Mechanism," "Digital Transformation," "Digital Trade," "Digital Capital," and "Digital Services" in this paper. The author uses big data analysis software and key words, major research institutions, countries, and publications as four visualized illustrations to show the relationship between e-commerce and digital transformation more clearly. With the goal of filling a research void, reshaping the conventional business development model, and encouraging the mutual application of e-commerce and digital transformation in the future, this book provides the research groundwork and ideas for the growth of electronic commerce and digital transformation in our country and around the world.*

Keywords: E-commerce; Development Component; Changes in the digital age; Computerized Exchange; Capital Digital

I. INTRODUCTION

Introduction of Digital Services: The digital economy is a new economic model that emerged with the development of the Information Technology Revolution. The term "digital economy" was officially introduced at the 19th National Congress of the Communist Party of China and made it clear that emerging industries like the digital economy have grown rapidly in the past five years

[1]. E-commerce and digital transformation have led to an increase in productivity and profitability across a variety of sizes, industries, and businesses

[2]. The digital economy is expanding rapidly all over the world as a result of the digital transformation and the growing popularity of digital services

[3]. The process of the digital economy has evolved into an essential component of people's lives in all developed nations

[4]. Digitization has emerged as a major driver of economic growth in Europe

[5]; The United States, Canada, and Mexico continue to investigate the advantages of e-commerce and digital services to the development of North American free trade

[6] because they are also very concerned about digital transformation. Web based business and advanced change in the stockpile side and customer side applications likewise assume a significant part.

(7) Robinson and Cory argue that innovative developments in e-commerce and the digital economy can help improve the customer experience in the face of increasing competition [8]—and help protect consumers' personal data

[9]. On the supply side, Reinartz, Werner J. believed that the impact of digital transformation on the retail value chain is primarily reflected in the ability to provide multi-channel interaction points to promote the management of multi-level competitors .

II. APPROACH AND SCIENTIFIC DATA

In outline, concentrating on the connection between web based business and computerized change, which is valuable together, commonly advancing, and coordinating, not just advances the further improvement of China's online business and advanced economy, likewise adjusts to the worldwide future financial advancement new example pattern. Using common terms, citations, and techniques for bibliographic analysis, the overall research design is based on the main authors and related key concepts.

This investigates the related literature of Electronic Commerce, Innovation Mechanism, Digital Transformation, Digital Trade, Digital Capital, and Digital Services using an advanced search of the WoS database as follows:

TS= ("E-commerce" or "Innovation Mechanism" or "Electronic Commerce") AND TS= ("Digital Economy" or "Digital Transformation" or "Digital Trade" or "Digital Capital" or "Digital Services") A total of 253 articles are indexed by SCI-EXPANDED, SSCI, a Using Python scripts, HCI, CPCI-S, CPCI-SSH, and ESCI were collected, cleaned, and analyzed. For analysis and mapping, the VOSviewer and Python Data Science and visualization packages are utilized.

III. FINDINGS AND OBSERVATIONS

Annual Trends - The statistics in figure 1 demonstrate that the number of publications on the study's topic has increased rapidly since 2017, while the number of citations has also increased rapidly since 2017. Tables 1 and 2 show the best 5 rankings for the quantity of papers distributed and the normal number of references each year, separately, its principal subject is about online business with buyer markets, supply chains, retailers, advanced administrations, correspondences innovation, computerized change and other related relations and examination. The papers with the most citations, annual averages, and papers published in the past five years are Digital transformation by SME entrepreneurs: Security services as coping mechanisms and a capacity perspective: a look into whether or not users intend to use an email authentication service. SME entrepreneurs' digital transformation is one of them: This model helps to expand our understanding of digital entrepreneurship and digital transformation by managing cognitive renewal, Managing Social Capital Development, business team building, and Organizational Capacity Building[10]. It presents a qualitative study of SMEs' digital transformation and cross-border e-commerce under digital platform services.

Analysis of author keywords - Using the VOSviewer software, the co-citation of author keywords in Figure 3 demonstrates the connection between the topic and author keywords. Through the edge of the improvement of a specific field, the product gives examination and help to scientists to recognize the exploration problem areas and wilderness headings in this field. The statistics show that there are four clusters with 37 keyword nodes. The size of the nodes indicates that the keywords are mentioned more frequently, or that they receive more attention. The Red Bunch is the gathering with the most watchwords in the chart, including "data innovation", "trust", "saw risk", "data framework achievement", "monetary innovation", "acknowledgment", "security", "nature of administration", "innovation", "personalization", "model", and so on. The red group assumes the part of associating the green and the blue bunch. The E-commerce" keyword node in the middle of the yellow cluster is the most significant and the closest to the outside world. The "digital economy," "information and communication technology," "China," "digitalization," and "digital trade" nodes in the yellow clusters also serve as a means of communication with the outside world and serve as an intermediate hub between the blue and green clusters. In the beyond five years, specialists have recommended that with the improvement of Advanced Economy, the use of web based business and digitalization can assist little and medium-sized ventures with changing W. J. Reinartz says that new retail development is crucial to the growth. green clusters include topics like "market," "strategy," "consumer," "industry," "price," and "Internet," and it is also closely associated with blue and red clusters [7]. developed a new framework for identifying the sources of value creation and exploring fixed retailing as an important point of interaction in the development of multi-channel decision-making processes. The blue cluster, which includes "digital transformation," "innovation," "impact," "small and medium enterprises," and "management," has the fewest keywords, but it's a new cluster that can't be ignored between the red and yellow. 3. Figure A guide in view of creator catchphrase co-event organization: C. Top-level country and institutional analysis Figure 4 depicts the relationships between nations, and the geographical distribution depicts the relationships between clusters. This provides a clear indication of the intensity and contribution of regions to the research area, as well as the cross-disciplinary and cross-regional collaboration among researchers from various regions. From high to low, China,

Russia, the United States, and Germany dominate the relationships described in this field, with the "United States" node in the blue group connecting the five clusters of 28 countries. Green nations led by China include Germany, South Korea, Australia, Iran, Croatia, Switzerland, and the clusters of blue, red, purple, and yellow nations. The red gatherings, drove by Russia, incorporate Malaysia, India, the Czech Republic, Poland, Romania, Indonesia and, Taiwan, assuming a bigger part in the information. Greece, Spain, England, France, Italy, Kazakhstan, and the yellow clusters on the right are all these countries. Singapore is the only nation with a purple cluster. It is a small but significant hub that links the yellow and green clusters. Figure 5 shows the co-reference connections of famous associations, which are comprised of four bunches, including associations, organizations, colleges, etc. The majority of the main 32 establishments are overwhelmed by colleges. According to the image distribution, the blue, red, and green clusters are dominated by Zhejiang University, the University of Cologne, and COMP Technol. In addition, the University of Indonesia and other institutions were significant, but their research was less cohesive and did not belong to a large cluster.

Top-level country and institutional analysis - depicts the relationships between nations, and the geographical distribution depicts the relationships between clusters. This provides a clear indication of the intensity and contribution of regions to the research area, as well as the cross-disciplinary and cross-regional collaboration among researchers from various regions. The connections portrayed in this field include five bunches of 28 nations, ruled from high to low by China, Russia, the US and Germany, with the "US" hub in the blue gathering in the center, associating the groups. Green nations drove by China, including Germany, South Korea, Australia, Iran, Croatia, Switzerland, and blue, red, purple, yellow bunches are firmly connected. Malaysia, India, the Czech Republic, Poland, Romania, Indonesia, and Taiwan are the red groups, which dominate the data and are led by Russia. Greece, Spain, England, France, Italy, Kazakhstan, and the yellow clusters on the right are all these countries. Singapore is the only country in cluster D that is purple. It is a small but important hub that connects the yellow and green clusters

The International Economic Journal, the Journal of Cleaner Production, the Journal of Information Systems, and the National Authoritative Journal are the most important ones. However, they are extremely connected to the outside world, and the fact that they make up the majority of the population also demonstrates their significance. The Journal of International Economy serves as the central node of the Red Group, which connects the Orange and Blue Groups. The Blue Group, which is represented by Electronic Commerce Research, is closely related to purple, green, red, orange, and yellow and has a tendency to spread outward, indicating its significance and active contact with the outside world.

IV. CONCLUSION

This synthesizes data analysis from research trends, popular publications, author keywords, and organizations, further exploring the current academic hot spots through visualization, even though other groups like yellow and purple have a small proportion. The field began to be valued after analysis in 2003, and a sudden increase in research occurred in 2017. Integration, enterprise production, procurement, and sales will all advance further in the future thanks to e-commerce and the digital economy. In the digital economy, additional links will be utilized. E-commerce will become an essential component of the development of the Digital Economy, and the Digital Economy will play a role in the integrated development of common prosperity. As a result, elements of the digital economy will be more prominent in e-commerce.

REFERENCES

- [1] Full-page conversation in individuals' Day to day on ?accelerating the development of computerized China ?- current undertakings - - Individuals' Everyday. S. Kamel and A. E. Sherif, The role of small and medium-sized enterprises in developing Egypt's tourism industry using e-Commerce, PICMET '01, <http://politics.people.com.cn/n1/2018/0819/c1001-30236782.html>
- [2]. Portland Global Meeting on Administration of Designing and Innovation. Vol. 1 of Proceedings: Summary Book (IEEE Cat. No.01CH37199)
- [3] J.- N. Luo and M.- H. Yang, An e-cash Plan with Numerous Groups and Adaptability, Diary of Web Innovation,
- [4] (PDF) DIGITALIZATION Cycles AND THEIR Effect ON THE Improvement OF THE REPUBLIC OF KAZAKHSTAN.

- [5] New Challenges of Economic and Business Development – 2017:
https://www.researchgate.net/publication/335232127_DIGITALIZATION_PROCESSES_AND_THEIR_IMPACT_ON_THE_DEVELOPMENT_OF_THE_REPUBLIC_OF_KAZAKHSTAN LILWDO (FRQRPA: 352&('1*6 WK ,QWHUQDWLRQDO 6FLHQWLILFConference; 18-20/05/2017, Riga, College of Latvia). S. Kristapsone and S. Bruna, Indicators of the Information and Communication Technology (ict) Sector Activity in Latvia and the EU, University of Latvia, 2017.
- [6] Riga: The Impact of Digital Transformation on the Retailing Value Chain, W. J. Reinartz, N. Wiegand, and M. Imschloss, Univ of Latvia
- [7], SSRN Journal, 2018, doi: 10.2139/ssrn.3299669.