
A PERSPECTIVE ON E- COMMERCE AND ALLIED ASPECTS

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The dynamic nature of e- Commerce business itself changes consumer behavior and shifts in technology will make it crucial to have leaders who are ready to face any scenario and are able to steer the ship successfully ; when the need arises. Therefore there is a consistent need of learning. Hence encouragement of entrepreneurial thinking is not only essential but indispensable as well. If one has to adapt the fast changing world; then educating more vigorously is having it's own significance. Refurbish your skill set. Construct professional relationship. Move for technical advancement. For combating opportunity. Throw light on your Production cleverness to continue to exist.

Change is a lively and vibrant progression. Its' velocity is amazing. It has wider implications. Bubbles are formed and erupted. Education is a have got to be for attaining desired state of economic advancement. As the economic cycle changes ; tangible and intangible ; controllable and uncontrollable factors in the conditions and surrounding have an influential impact and impression on the financial status of the business. At one time financial position becomes precarious and a situation may arise ; that trade may collapse.

Decision makers therefore think about reformation – restructuring – realignment of the business. In the possible – cleanest and most sweeping way. Once the way of action is charted out; it has a sway on the associate ; may be in a straight line or openly and indirectly as well. Hence empathy is a pre requisite Empathy is a virtue that is rare to find and tough to inculcate. Empathy is the ability to recognize , to perceive and experience the outlook ; emotions; of another being – in oneself. A sort of emotional resonance. Empathy guides us in our action. A person having empathy has an overriding desire to alleviate the suffering of others. Empathy is the balm for discomforting souls. Empathy is the soul for all round happiness. We often mistake pity for empathy. [Hindustan Times Dt. 15th July 2017]

One has to consistently learn and acquire knowledge and use it in the application ; with wisdom. It is the province of knowledge to speak and it is the privilege of wisdom to listen. As the span of business cycle shrinks ; correction comes in the market; some believe that laying off is a business contingency and easiest way to share up. Others say ; cutting head count damages employer branding. Take a hair cut in their fixed compensation. When you lay off ; the market and the investors reward you. Because it is time cost. Share price goes up; tangible in the stock market. But freeze in the salary – pay cutsis not that they value. [Economic Times]

The 'IT' and 'ITES' industry is going through a rapid disruption with a move towards automation and digitization . Employees diversity is a key to innovation Teams that consist of individuals with diverse world views ; always almost out perform those ; that are homogeneous, In the decline phase of life cycle; one must note it. There is a

fierce competition at the global level. We witness diversity of thoughts and dynamic teams. People have different ideas. .. different background ... different experience Personalities . If the combined experience is vast; the range of decision making options will be much larger. When men and women are put together in the team; the inevitable result is alternate and when put together ; it is potentially more innovative.

An unconventional career is usually driven by a keen interest and / or a strong purpose. It is not for everybody. It is not for any body. It is for everybody because we all have unique passion ; unique configuration of creative talent [s] ; values and strengths. However it is important to know your weaknesses to decide how to use inherent abilities to build an unconventional career. You need to break your socially acceptable rules. Let go insecurities and embark on an adventure with no focus on material benefit. Weigh your options before making a decision. [Times of India Dt. 18th June 2017].

Leadership has acquired negative connotation . Particularly in politics [Then it may be even at office / corporate level]. It is therefore advisable to be away from organizational politics.

Artificial Intelligence has become buzz word ; in the present era. Bosses are more likely to groom rather than guide at advances in artificial intelligence they need a strategy But few companies hope to own a unit ; like Googles. Deep mind whose algorithm does not only beat but is the best.

If artificial intelligence does the bedrock of corporate technology , there would be room for several models. It is disconcerting that power in the hands of few tec-czars being used to flaunt up a utopian vision of an AI. [Indian Express Dt. 30th June 2017]

The cycle of perform – reform - transform is going on ceaselessly. The creative process is instilled in one's DNA ; has to be allowed to blossom. But note that ' ethics ' is not rules based on laws. Ethics is based on goodness.

Marketing out youthful old age as a distinct phase of life might have a similar effect prodding employer and policy maker to think differently about how to keep the young old achieve. As life becomes longer ; the word 'retire' ; which means withdrawal is a place of seclusion ; has become misleading . [Indian Express Dt. 11/07/2017]

At the age of 65; you are not clapped out. But pre – retired. So they can embark on next stage and can contribute to e – business. Working from home ; can be considered as an incentive. But is it working ? Recent opinion survey states that - employees take advantage. Technology ; such as chat programme made remote work flexible. For many white color workers. ; in the last couple of decade. Employees love flexibility. Parents in particular say ; - it is important. Work has become more time based. Some organizations have found that most lenient ' work from home' policies kept workers too isolated for that kind of work [Times of India 17/07/2017] In multi national companies ; people from different race - religion –region – caste – creed – community – language ; work together. Sometimes foreign employees are also a part of the work force. They complain that they have a bitter experience on account of racism, discrimination, segregation , neglect cultural shocks, limited degree of interaction. .the e- commerce leader has to apprehend has to apprehend these

challenges. And try to seek the optimum solutions so that harmony and homogeneity can be maintained.

At the strategic location at present ; robotic cats are armed with AI [artificial intelligence]; to help seniors without overblown promises. (Ref: 'Hindu – 20/02/2017) This is the time; when we have to think to adopt the new technology on time. When it comes to strategizing for a technological revolution. In it's sphere ; trust is significant. Trust is always at a strategic advantage. It is an invisible power that can transform a mediocre in to a world beater. Trust is made up of three elements. 1] competence 2] attitude and 3] faithfulness to increase the trust quotient ; there should be encouragement and empowerment to lead without title. It should be practiced and promoted at all levels. (Ref: 'Hindu' 27 /12/2017).

I feel; incidentally ; the opinion of Barrack Obama is worth to be noted. He vindicated about social media communication. ----- the way people communicate on social media via social media risked splintering society and leaders have to ensure that internet do not cocoon users within their own biases. All of us ; in leadership ; have to find ways in which we can recreate a common space on the internet. They can just be cocooned in information that reinforces their current biases. Social media should promote diverse views in a way that does not lead balkanization of our society. [Ref : Indian Express 28/12/2017.]

We know while inspiring and activating the followers, leader endeavors; different styles by varying the stress on relation orientation' and human relation orientation; undoes tedly and unquestionably the prevalent situation plays a vital role in this process.

Leadership need to adopt a style that does synchronizes the desired performance of readiness of their subordinates

Readiness follows person readiness also peruses varying tasks the subordinates have different varying tasks . the subordinates have different states of motivation and the ability –capability – capacity to perform different tasks .

A leader is required to be agile, alert and vigilant of these shifting levels of readiness this shifting levels vary according to personalities, events, situation thus the leader has to keep him; highly attune to existing circumstances and prevailing situations.

There are three eye blinkers. Viz impulse, awareness and choice and the resultant outcome is behavior of human being by and large; people – mostly – are super planners and inferior doers.

One must have the knowledge that situation changes constantly thus the leader should fine tune their leadership style to suit followers readiness

The practicing managers follow different paths. Those are illustrated briefly here directing step by step – sequential activities.

Coaching – two way communication. Supporting – dialogue; discussion Motivating to do more and more Widening the scope for proving the ability . Confidence level enhancing

[This is done by delegating and empowering with support.

As stated above the leader must be alert. In other words the leader must be able to read human beings, circumstance the repurcation like a book for the purpose of comparison – corrective action computation is essential

The refore gauge your need and select your style One of the recent tools used is spark for illuminationg follorrers for illuminating results.

SPARK is an acronym of:

- Sustainable
- Process through
- Application of
- Research and
- knowledge

The result is synergyduplication is not synergy. The simple, straight Forward, communicationpays a lot One kind who One thing is to be noted by the situational leaders. Opportunities follow efforts, Efforts follow struggle (hard work, It does not come before. Success is not something, that happens success is practiced and then shared.

In a particular situation which is challenging, crucial, complex – the leader must create his identity in such a way – where other person gets sure that neglecting you, ignoring you, leaving you – is only their loss.

Many leaders fail to distinguish between their conviction and escalation of their commitment, Conviction is needed to trait in a leader – because his new ideas are going to be challenged.

The present era of technology , Human make technology and it can be cracked by humans. Data can be secured by punitive privacy law- not technology alone.

The situational leader has to focus on proper manning, He has to hire people who refreshing and bolder for your contembory / current organizations culture. They are talented and complement the existing culture.

When performance has clear and immediate consequences – we rise to occasion, We create our own environment, We do not allow to recreate us.

In the environment, we observe volatility, we witness uncertainty, We see complexity. We visualize ambiguity, We experience, there are unintended consequences of good intentions. The situational leader sometimes keep low profile. Because words are a kind action.

So by not speaking we take recourse to non action. Interestingly in certain events. Moments, occasions, non action can result significantly better than action which is being persued.

Another important factor is connected with ‘Z’ generation. They are young but have come of age quickly. They are hungry for growth and are not afraid of taking business risks. They have an entrepreneurial zeal and are reinventing age old practices and promoting technology to meet challenges. Speed of doing things, heavy dependence on technology and huge onus on performance are their other characteristics.

Reskilling employees is a pressing requirement, as technology disrupts the traditional way of doing things, imparting business processes and tendering existing skill sets obsolete ways so the question is how to tackle such a situation.

1) Make a detailed conversation and deliberation. Communicate positively along with a transition which describes owners and the time frame for facilitating change.

2) Define outcome.

Throwing sharp light on quantifiable results will ultimately result in enhanced learners engagement and promote to proficiency based outcome.

3) Understand the importance of time and therefore set the time frame. Till the time, institutes realize that they need to earmark a small but definite chunk of time for every employees skill development.

Action is essential. Otherwise the blue print will remain only on paper. It is indispensable that every person will have crystal clear blue print alongwith time schedule and action to be taken to upgrade skills.

4) Digital Learning

Flexibility in the mode of learning is to be known to every employee with the increasing awareness, advent of technology, this is possible and easy through the digital mode.

5) Training – Coaching – mentoring- teaching is an incentive.

These tools assist in shaping the desired administrative level, coupled with academic and theoretical knowledge

What do we see in the present scenerio ? Rapid growth, Globalization is increasing. Entrepreneurship is enhancing, Organizations are transforming. Organization structure, people practices, work culture, people expectations from their employers are changing. Good, effective, impactful leaders are situational managers.

References :

While writing this article, articles in Times of India, economics Times, Hindu newspapers have been referred. The deliberation / discussion with people in this field have also influenced.