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EXPLICATE THE MAGNITUDE OF E COMMERCE & CRM WITH BUSINESS SOLUTIONS

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ABSTRACT:

E-commerce which is developing at a high rate in India can become a platform for anti-competitive issues and agreements that can come up in the future. Some potential competitive issues have been discussed and international cases where anti-trust issues have come up in E-commerce markets. Credits cards are the facilitators of E-commerce. Some international case studies are done where anti-competitive agreements have come up between the credit card companies.

Abstract Report: The Title Accurately Said The Study was About.

INTRODUCTION:

Markets need to be focused on customer satisfaction is more than in the past, because of rapid growth and highly complex business environment characterized through diminishing client reliability in present heavy competition. The description of customer satisfaction and relationship is in danger of being tested incomplete by the presence of a several players in the market place and enhanced globalization.

Introduction Report: This Article Include Full Introduction, Methods, Results & Introduction Section.

OVERVIEW:

- Literature Review
- Strategic Information Management & Technology
- Customer Relationship Management
- Customer Focus
- Technology & Infrastructure
- As per Allard (2001), Information itself can be of several types

Overview Report: Figures are Imported to Provide Explanation for Background Information. Conclusion of This Paper Clearly Supported Results.

DISCUSSION:

The information flow within the organization via effective technology, a customer-centric approach and strategy, & customer satisfaction measurement are effective check-points for an organization to analyze, correct and subsequently achieve its business objectives and retain its customer's vis-à-vis making new ones. Technology should be used not only to prioritize information to appropriate levels within the organization but also to help make the website more attractive to attract more customers. It should help develop the website to become more personalized in order to service prospective customers.

Discussion Report: The Text is Rounded off with a Conclusion that Discusses the Implication of The Findings & Ideas Discussed & Their Impact on Future Research Direction.

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Reference Report: There are Places where the Author Sartaj Fatima and Mohammed Sajjad Ali Need to Cite a Reference, but Have Not

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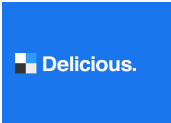
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