

## CONTEMPORARY ISSUES IN - E - COMMERCE

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Now a days commerce become a global phenomenon and is being treated as a panacea for economic growth. The whole of the global has shrunk and has become in the fist. The global economics are coming together. North and EaSt pole are adjoining Both buyer and sellers of remote are coming to gather. Under e commerce goods and services are exchanged with the help of Internet or other computer network. It follows the same fundamental principles as tradition of commerce. ie. buyers and seliefs come to"gether to exchange goods and services for money. But under e commerce buglers and sellers transit their Business over net work computer. E-commerce Provides. convenience to buyers. It also offers a convenience to sellers, to cut costs and expend theirs Markets. They do not need a big building stove or print and distribute male order cater lodge. It has no distribution cost due to automatic order taking and" bulling system.

**CONTEMPORARY ISSUES-** On line transaction in the retail and service sectors increase mainly from 199Q to 2002 Retail e commerce sales increased from \$ 15 billion in 1999 to \$ 44 billion in 2002. as per the united state Bureau of the census. the census bureau counted that in 2002 retail e commerce sales depicted only 1.5 parent of Total retail sales However, Studies have shown that e commerce has become more important in certain product categories. For example in 2002, 32 percent of" computer hardware and software sales wire transacted on line, 17 percent of ticket sales were done over the internet and 12 percent of" book sales were completed electronically a number of unresolved use have revealed as e- commerce transactions have increased in number and value.

**Tax On Goods And Services-** There are so many government who are facing the problems of sales Tax and service Tax Because of surpassing the boundaries of state or province and nelson by the Internet. The Internet largely a tax free Zone. According to a study of 2001 state and Local government of USA Lost an estimated of \$ 13.3 billion in uncollected sales tax on internet purchases made in that year. US congers has been lobibied by the Local government to impose some kind Of uniform sales tax of e commerce business, while e commerce business houses are opposing for such imposition.

**Security -**Security is the next issue of the e-

commerce transactions under Netscape communication corporation, incode credit card number and other information to defeat thieves Buyers can secure their sites by noting the word. secure as icon at the bottom of their browser window. However some consumers are repugnant to reveal credit card information over the internet which obstructed the growth .of e commerce.

**Privacy -**It is another issue and worry for many buyers. Many internet store post privacy statement as a policy net to share consumers Infrmation. other Business houses. like not to give their names and email addresses to the companies sending unwanted CI)mmercial email massage or junk mail In 2003, U.S. congress passed a legislation to curve this practice.

**Application in e commerce-** There are some common application of e-commerce as fallows \* E-mail \* Electronic tickets \* Instant messaging \* News group \* E Business \* On line Banking \* On line shopping and Tracking \* On line Hotel rooms Booking \* Tale conferencing etc.

**Government Regulations -**The federal Trade commision (FTC) in U.S.A. is regulation some of the E- commerce activities, These - activities include the use of commerical E-mails, On line advertising and consumer privacy F.T.C. regulate all forms of on line advertising and status that advertising must be truthful and non deceptive the F.T.C. under its section 5 prohibits unfair and deceptive practices. Our government of India also prohibiting such Type practices and cyber crime etc.

**Conclusion -**The successes of the growth of Indian E economy dependents up on a maximum utilization of electronic Internet devices. But in India the Online business in flourishing is not in full swing. It requires more awareness and government support. More over most of The big business houses at the Institutional level b.ig corporations and financial institutions are using the internet to exchange financial data to facilitate domestic and international business.

### References

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