

## E-COMMERCE EDUCATION AND CAREER OPPORTUNITIES IN INDIA

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### ABSTRACT

*This research puts in focus the rapid advancement of the e-commerce industry and the emerging prospects there from. Keeping in view, this ever advancing domain, this paper discusses about the importance and relevance of proper academic structure and curriculum to study e-commerce. Also, this paper tends to discuss the various academic options available to pursue the study. And how the existing academic framework is evolving to make the learning from the curriculum more industry oriented and in line with actual real time requirements. Later in the paper, facts and figures are presented to establish the interpretation of better prospects in the e commerce industry in terms of job generation and overall sector growth.*

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**Keywords:** E-Commerce, Academic Structure, Curriculum, EDI, EFT, Academic Framework.

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### Introduction

A career in e-commerce demands both a real knowledge of the business world as well as technical understanding and capabilities. In order to gain this information in the right direction there is need to have an e-commerce education, giving a complete picture of the industry and the e-commerce jobs and career opportunities in it. In this research paper we discussed various courses at different levels such as undergraduate courses, post graduate courses and diploma courses which are frequently opt by the students in India.

The aim of this research paper is to provide basic information about the various types of professional courses offered by various institutions and colleges in our country related to e-commerce. We had also discussed about the future prospects of e-commerce education. Later we had discussed about career or job opportunities in this field. We had collected data from Snapdeal report on "Impact of E-commerce on Employment in India" and Deloitte report on "unravelling the Indian Consumer". In these reports we found that there was a significant shortage of technical as well as non- technical workforce in e-commerce industry.

### What is E- Commerce?

Post Globalization and Liberalization of Indian economy, there has been changes in almost all areas of trade, Commerce and industry. The term e-commerce first used for the execution of commercial transactions electronically with the help of leading technologies such as Electronic Data Interchange (EDI) and Electronic Fund Transfer ( EFT) which gave facility to the user to do electronic transactions and exchange business information. In early 1990, Internet became popular among the general public. In 2000, many companies represented their services in the World Wide Web (www) and then the meaning of word "E-Commerce" was changed. People began to define the term e-commerce as buying & selling of goods and services over the internet using secure connections and electronic payment services. E-commerce employ technologies such as mobile commerce, electronic fund transfer, supply chain management, internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems.

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### **E-commerce Courses in India**

E-commerce has given the ease, convenience and huge varieties to customers and producers. Instead of being limited to stores in nearby areas, it's now possible to find customers or vendors on the other side of the globe. But this also means that competition for pricing, selection, choice, quality and delivery is much higher. And so, relevant education in e-commerce is strongly recommended for anyone who wants to get involved and attain expertise in this domain.

Structured education and practical understanding is the key, as this ever growing industry provides plenty of opportunities for new employees but in relatively unheard and new areas of operations and newer skill sets.

Various colleges and institutions in India are offering variety courses in the field of e-commerce these include undergraduate and post graduate courses and some diploma courses also. Here are some of the most opted courses by the students in this field:

#### **Certificate and Diploma Courses**

- Certification in e-commerce
- Diploma in e-commerce
- Advanced diploma in e-commerce
- PG Diploma in e-commerce & Web Technologies

#### **Bachelor Courses**

- B.com in e-commerce
- Bachelor of science in e- business

#### **Master Courses**

- MBA in e-commerce management
- M.Sc. in e-commerce
- M.Sc. in information technology & e-commerce
- M.Sc. in e-commerce and web design
- PGDM in e-commerce management

### **Prospects of E-commerce Education**

#### **• Skill Development Oriented Teaching**

There are various institutes and colleges providing a variety of digital marketing courses. They are focusing on skill development keeping in view the core areas of digital marketing. They are providing practical work experience and industry exposure via live projects which provide all-around skill development opportunities.

#### **• Knowledge of Information Technology**

Information Technology or IT is the study, creation, designing, utilization and management of computer based information systems, especially software applications. IT is not only limited to computers but through technological development in the field of cell phones, PDAs and other handheld devices, the field of IT is quickly moving from compartmentalized computer-focused areas to other forms of mobile technologies. Those who are pursuing their careers in the field of e-commerce attains the knowledge of allied computer software and applications, also skill subsets like database management, data analysis, data mining etc.

#### **• Industry- Institute interaction**

Most E-Commerce curriculums facilitate interaction between industry and institutes or colleges so that students get practical knowledge in the field of e-commerce by organizing workshops, conferences and symposia with joint participation of the institute and industry. Students grow industry ready and become adept to great organizational cultures. However this is possible only in case of collaborative and cohesive approach of the corporations involved.

#### **• Research & Research based Teaching**

Research no longer involves simply discovering information or data or creating knowledge base, but it also involves exchange of knowledge with diverse audiences. Likewise, teaching is more than transmission of information, it involves active participation of students in their learning process. The emergence of e-commerce has changed the business theories and practices, educational institutions,

colleges and companies are trying to educate and train students and employees in e-commerce applications and technology because e-commerce is evolving and changing so rapidly that organizations faces numerous challenges in their business and there are opportunities in developing curricula in e-commerce. Research based teaching-learning in e-commerce will help the students in learning new changes in this domain.

### **E-Commerce Career Opportunities in India**

E-commerce is an industry which truly started coming of age few years back, yet it has provided a major thrust to the internet economy in India. India is Asia's third largest retail market, and world's fourth largest after US, China and Japan. The Indian e-commerce industry has an upward growth and is expected to surpass the US to become the second largest e-commerce market by 2034. The e-commerce market is expected to reach INR 13,97,800 crore by 2027 from INR 2,69,076.5 crore in 2017. India's e-commerce market has the potential to grow more than four folds to INR 10,48,350 by 2022. It is expected that online shoppers will also increase from 120 million in 2018 to 220 million by 2025.

Like any other industry which is encouraged by evolution, the direct impact of e-commerce growth has been on the creation of employment opportunities across the value chain. Apart from the direct employment contribution that has been made by e-tailers, there is indirect employment generation in the allied industry also such as logistics, warehousing, IT/ITeS, sellers and SMEs and other support industries like payment solutions, marketers, and advertisers.

#### **E-tailers**

E-tail and the allied sectors like logistics, warehousing, IT are expected to create direct employment to around 1.45 million workforce by 2021, in 2012 it was just 23,500 jobs. By 2021 it will become the largest contributor in terms of employment opportunities. It creates job opportunity for both skilled and unskilled workers. Nearly 0.3 million people will be employed in highly skilled technical jobs by 2021 and other non-technical jobs such as HR, finance & accounts, administration, etc. will add nearly 0.1 million workforce by 2021. Majority of e-tail workforce is engaged in last mile connectivity providing employment opportunities to people across tier II, tier III towns with no formal degrees. About 80%-90% of the e-tail logistics workforce engaged in last mile.

#### **IT/ITeS**

The Indian IT and ITeS industry is expected to grow to about USD 300 billion by 2020 and major contributor to this will be e-commerce industry. Hiring activities in the IT industry, which employs 10 million workforce currently are witnessing a growth of 9%.

#### **SMEs, Sellers & Merchants**

The small scale industries (SSI) are contributing to about 40% of the country's industrial output and 35% of direct exports. There are around 400 SSI clusters that have been existing since decades and some are even from centuries. Approximately there are 2000 rural and artisan based clusters. As geographical boundaries disappear in the virtual market place, SMEs/SSI are selling 24x7 across the world with limited investment. SMEs and MSMEs will have a significantly higher share in employment generation. 85% of SMEs using e-commerce believe that it is a cost effective medium to grow sales. 43% of SMEs participate in online sales. In India 77% of the e-commerce SMEs are listed on online platform.

#### **Other Support Industries**

Apart from e-commerce companies and allied industries like logistics, which employs a majority of the e-commerce workforce, the contribution made by other players like payment wallets and marketers is also noteworthy. The payment wallet segment in India was worth USD 3.2 billion in 2015. With 135 million users, the value of India's mobile wallet transactions will reach USD 11.5 billion in 2020. This segments growth requires manpower. This segment expects more than 1500 middle and senior level jobs with salary up to INR 1.50 crore.

#### **Conclusion**

It is evident from the stated figures and interpretations, that the existing shape and the suggested future trends of the e commerce industry are quite encouraging and promising. And the industry tends to take a monumental leap if we go by this research conclusion. In addition to that e commerce is even evolving in terms of defining new modes and methodology to exploit its potential. The advent of Social Commerce and Mobile commerce is a clear indication of the same. This would form an interesting area of study for future researchers and an exciting dimension to an industry offering massive novelties and exceeding our expectations as we pass through time.

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