IMPACT OF AKASH TABLET IN INDIAN E-COMMERCE MARKET

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ABSTRACT

Information and Information technology are the key drivers of the Information Age, also referred to as the postindustrial society. The businesses in this era are networked and use information technology to survive in a highly competitive business environment. A new revolution is in the making, similar to the industrial revolution that took place at the turn of the last century. Many economists, management experts agree that the world has entered the new age of information. According to Alvin Toffler it is “third wave” or according to Peter Drucker’s it is “post industrial society”, the new era is being increasingly referred to as the Information Age. According to Prof. Tom Cannon – the new industrial revolution, which surrounds us, requires profound change. He foresees not just a change in the market but also a fundamental change in the economic relationship between people, economics, and between societies. Information and information technology are the new drivers of this age. The challenge into the next century is not only to survive competition, and use new technologies, but also to manage change in technology and in market. Discovery and innovation are perceived to be more important to competitiveness than manufacturing. According to Paul Romer technology to be an integral driver of growth. This in term depends upon knowledge generation – which is today high priority for various industries, top most being the E-commerce. It is an outstanding example of this kind of value addition for businesses in the market. Technologies that are associated with Electronic Commerce have brought about a veritable revolution in the way business take place. In this paper I am analyzing the growth prospect of E-commerce in India after large number of very low price Akash Table in the society.

KEYWORDS – Third-wave, Information-age, Online-shopping, Trading-at-Home