MULTINATIONAL E-COMMERCE: STRATEGIES AND STRUCTURES

DR. ABHISHEK GUPTA*; MS. NEETU GUPTA**

*AUTHOR IS THE ADMINISTRATIVE-CUM-ACCOUNTS OFFICER & HEAD OF OFFICE, SARDAR SWARAN SINGH NATIONAL INSTITUTE OF RENEWABLE ENERGY (MINISTRY OF NEW & RENEWABLE ENERGY, GOVT. OF INDIA), KAPURTHALA (PUNJAB), INDIA. DR. GUPTA IS WORKING IN FINANCE & ADMINISTRATIVE DEPARTMENT AT MANAGEMENT LEVEL SINCE OVER TWELVE YEARS.

**AUTHOR IS AN L.L.B STUDENT, K.C.L., INSTITUTE OF LAW

ABSTRACT

Although still small by comparison to the traditional economy, the Internet economy is booming and growing faster than any other business trend in history. The Internet economy is not only growing exponentially but it is also a worldwide phenomenon, consequently, multinational managers must be well versed in all aspects of e-commerce and be prepared to use the Internet as a new global platform for multinational business transactions. This research paper introduced the basic concepts of commerce in general and multinational e-commerce in particular. The research discussed the basic forms of e-commerce including B2C, B2B, C2C, and C2B. Presently B2B dominates the Internet economy. However, expectations are that B2C will eventually gain a major share of e-commerce transactions, rail, e-commerce is expanding geometrically. After reading this research you should be able to appreciate the growing presence of e-commerce in the global economy; define the forms of e-commerce; understand the structure of the Internet economy; identify the basic components of a successful e-commerce strategy and structure; understand the mechanisms of globalizing through the Internet.