ABSTRACT
Retail has taken many forms and dimensions, from the traditional retail outlet to e-tailing. Information and Communication Technology (ICT) has changed modern business practice, making collaborative supply chain management possible. Retail Sector needs to look at an efficient integration of company value chain which logically presents the main functional areas of a company i.e. efficient Supply Chain Management (SCM). The changing consumer trends and liberalization in mindsets driven by media presents vast opportunities for retailing by partnering in this technological revolution. Armed with I-Pads, 3G-enabled smart phones, electronic newspapers, Multimedia technology and Internet, Indians are ready for this change. This paper aims at analyzing the use of Information and communication technology by the marketers and consumers in the operations of retail organization, which is pushing the retail sector’s strategists to take a new look at the implantation of technology. Author aims to find the critical role-play of Information Technology and E-business in Retail sector, and other important areas such as system integration, right business intelligence solution, and technology for sales & customer care.

Author has highlighted that the technological possibilities are unlimited, however their applications and adoption needs a conscious approach towards business process reengineering of existing practices and procedures to take the fullest advantage of the technology.

KEYWORDS: Customer Relationship Management (CRM), E-business, Information and communication technology (ICT), Internet, Retail operations, Supply Chain Management (SCM).