A STUDY ON POTENTIALS OF E-COMMERCE FOR SMALL AND MEDIUM ENTERPRISES IN CHENNAI CITY

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ABSTRACT
Electronic commerce has unleashed a revolution. India is one of the world’s fastest growing economies in the world. To achieve accelerated growth, it is imperative for India’s’ Industrial sector to embrace the latest technologies. In this globalized world, the internet is undoubtedly a game changing phenomenon. India is no longer in a sheltered cocoon. The SME sector has become one of the most important sectors in the country contributing formidably to its GDP. The challenges which they face in the area of E-commerce are plenty. It is imperative for them to overcome the challenges and tap the potentials of E-commerce. It must be remembered the potentials that E-commerce holds for SMEs far outweigh the challenges posed by it. Systematic addressing of challenges and converting them to potentials through proper intervention strategies will certainly lead to increased growth of the economy.

KEY WORDS: Electronic, commerce, SMEs, Challenges.