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Dr. Abdul Ahad
Associate Professor, Central
India College of Business
Management and Studies,
Nagpur, Maharashtra, India

E-commerce industry and career opportunities for youth

Abdul Ahad

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Abstract

In today the world of internet E-commerce sector is the fastest growing industry. The present paper main objective is to study the career opportunities available for the youth in E-Commerce sector. The others objectives are to study the key factor for the growth of this industry, how this industry is contributing in social economic development. This research paper also identifies the key companies in e-commerce segment and why this sector is lucrative for the selecting as career option. The present paper discusses the view of other writers and its literature based research paper.

Keywords: E-commerce sector, career opportunities and social economic development

Introduction

E-Commerce sector is the fastest growing industry in India. In the world of internet connectivity, India has a huge growth in terms of consumer using smartphones, laptop and tablets. Growth in internet user's increase substantially over a period of time. After the US and China, India stand at third position in providing employment opportunities in E-Commerce space. It's among the one of the industry which getting more attention from the entrepreneurs as well as consumer. (Tanushree Sanwal, 2016) [5] There are companies like Zomato, eBay, Myntra, Amazon, Ola, Uber, Paytm, Google pay etc. who are growing substantially and well known in e-commerce sectors. Revenues and sales from this enterprises are also one of the factor in growth in e-commerce market. The e-commerce sector growth in India is projected to cross USD 103 billion by 2020 at a impressive CAGR of 41%. (Bhal, 2016) [1].

In the e-commerce sector E-tail comprises of the largest share at USD 23 billion and this sector is one of the fastest growing sector. As per the KPMG report it is said that other sector in E-Commerce market collectively contribute to USD 18 billion. E-tail market is expected to grow to USD 68.8 billion by 2020 total share of -67% of whole world share. (Bhal, 2016) [1]

Factors contributing to Growth of E-Commerce business in India

- As per the KPMG report internet penetration is expected to rise 59% by 2020 from 32% in 2015.
- Online shoppers as % of internet users is expected to grow from 12% in 2015 to 40% in 2020.
- Number of shoppers called as digital buyers in India is expected to grow from 54.1 million to 329.1 million.

Job Opportunities in E-Commerce Business

As per the Economic times study, the e tailer sector is primarily is looking to recruit students from IITS (Indian institute of technology), National institute of Technology (NITs) and IIMs (Indian institute of Management) and they want students who are ready to work in artificial intelligence. E-tail is the industry which providing direct employment whereas indirect employment opportunities are also available in allied industries like warehousing, IT/ITes, logistics, payment solution, marketers and advertisers.

Correspondence
Dr. Abdul Ahad
Associate Professor, Central
India College of Business
Management and Studies,
Nagpur, Maharashtra, India

- E-Tail and allied sectors such as logistics, warehousing, IT, ITes create direct employment from 23,500 jobs in 2012 to 1.45 million by 2020.
- E-Tail logistic and warehouse sector directly planning to employ 1 million people by 2021.
- Majority of e-tail logistic companies are providing employment opportunities to even unskilled people who will be engaged in providing last mile connectivity. This employment opportunity is more in tier II and tier III Cities.
- Beyond technology function some of the other functions like finance and account, administrative, HR, production, sales, healthcare etc to add nearly 0.1 million workforce by 2021. (Bhal, 2016)^[1]

E-Commerce sector contribution in Social economic development

E-Commerce sector is not only contribute for employment generation but also it’s contribute for the society development. How it will contribute for the society? The answer to this question is given under the some of the past studies and report. Following points will answer to the question.

- Providing opportunities to women to act as independent entrepreneur and enable them to perform dual role in their life as earner and homemaker. As per the KPMG report the portal Mahila-e-Haat is expected to benefit approximately 10,000 self-help group And 1.25 women’s.
- As per the MOU with Ministry of communication and information technology it is plan to connect e-commerce companies with 1, 30,000 common service centers for creating employment opportunity to tentatively 3,00,000 People.
- It also provide opportunities to artists and craftman through creating bridge between sellers (Artists and Craftman) and buyer directly.
- It’s also pushing entrepreneurship skills among the youth. As majority of startup founder ass per KPMG report are less than 35 year old and 9 to 10 percent in them are women. (Bhal, 2016)^[1]

Key Companies in E-Commerce Sector

E-Commerce sector in India is categorized into following six key industries areas.

Travelling/ Ticketing	Retail & Marketplace	Deals
Education	Classified Portals	Hyperlocals

Source: Report of Fobes opinion By Avilk Roy

- Travelling sector has the biggest share in E-Commerce space approximately 70%. The major companies in this sector are clear trip, Make My Trip, Yatra etc.
- Retail and marketplace is one of the fastest growing sector with 56%of CAGR and leading companies are Amazon, Myntra, Snapdeal, Bigbasket, Flipkart etc.
- In education sector Edureka is leading company. Beyond this other companies with object of providing education are creating their online portals such as government initiative SWAYAM and other education sector companies like NPTEL Platform.
- Cassified portals are gaining popularity now a days. Many of the youths are working with companies like Jeevansathi.com, shaddi.com, Naukri.com, Justdial etc.
- Hyperlocal is the new kind of block and attracting youth. Companies such as Swiggy, Zomatto, Grofers, PepperTap etc. are in this category. (Mandel)

Job Description in E-Commerce Sector

Following are the three areas around which the job opportunities and career path around.

1. Creative: - appearance of product, feel of the product, customer experience, marketing, branding. Promoting etc.
2. Operations: - Product category management, logistic, supply chain, warehouse, inventory etc.
3. Auxiliary: - Finance, legal, payment, Administrative, HR etc. (Career Opportunities in eCommerce in India)

The following table represents the list of Job description in detail of E-Commerce Sector

Job Title	Qualification required	Role and activities involve in Job	Career Progress
Designer	Bachelor / Master’s degree in Design or fine arts	Giving inputs in UI /UX front Designing wire- frames, colour blends, photography etc.	Product Design owner → Chief Experience Office (User experience)
Marketing	Graduate + MBA (Marketing)	Marketing is a profession that remains similar across the globe	Give flexibility in moving in create roles.
Product Management	B. Tech+ MBA B. Design + MBA	Communicate and interact with stakeholders starting from SCM, finance, marketing, vendors, logistics etc.	Product MGR → Product Head → Chief Product Officer → CEO
Product Development	MBA & Agile Certifications are an added plus	Work in some of the best cutting edge technologies like mobility, 3D presence	Development → Product Manager → Product Head → Chief Product Officer
Supply Chain	B. Tech (Experience in SCM roles) MBA (Retail/ SCM)	Direct connect with the customer	Supply chain → COO
Finance	B.com + MBA (Finance), C.A. ICWA	Same in maximum industry handling and managing payments	Finance -CFO-CEO (In some case)
Business	B. Tech (Having worked in IT in a BA	Understand the business / Consumer needs and	Business Analyst - Product

Analyst	role) MBA(Retail/SCM)- Fresher's, B. tech (Computer Science allied branches)	articulate it in the most comprehensive way	Management or Supply Chain roles
Content Manager	Bachelors in Mass Communication	Writing about product. They need in depth Understanding about product.	Many companies provide services as writer.

Source: www.ecommerce.university (List of Ecommerce roles and their requirements)

Key reasons of Selecting E-Commerce Sector as a Career Option

Long term Global Growth

The e-commerce sector growth in India is projected to cross USD 103 billion by 2020 at an impressive CAGR of 41%. E-commerce sector is booming not only in India but also other part of the world. Therefore working in this sector is lucrative option for the youth and talented workforce. By spending few years to gain skills and knowledge this sector gives you long term growth opportunity.

Variety of Core Skills

It will expose you to series of business processes that will help you to acquire different set of skills and ethical practices in this sector. Many of the job profiles available where people can work and learn exciting things.

Makes more Customers Oriented

Apart from the technical skills there are some of the job profiles where you can develop soft skill. Through the customer experience you can see the things from customer perspective and contribute substantially for the growth of business and increasing sales.

Platform for the youth

E-commerce sector is one of the booming industry and its growing worldwide. Therefore it's a good career path for young generation. They can develop their skills set in this domain.

Conclusion

This research paper involves a factors contributing to the growth of e-commerce sector in India, contribution of its in economic developments, key companies and job opportunities in this sector. In short we can concluded that growth of e-commerce business is because of internet penetration, rise in smartphone market and usage and increase in online shoppers. E-Commerce business is also contributing for the society development through providing employment opportunities to women, aspirant youth, bridging the gap between artist/craftman to ultimate consumer and developing the entrepreneurship skills among youth. It is concluded from the study that there are various position and job requirements are there in this sector. If youth can acquire required qualification, they can get job in this sector and grow accordingly. Researcher also suggested the key reasons why young generation should select this sector as career path.

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