Foreword

The concept of e-tailing has brought together many retailers online. Features like easy search for required product, cash on delivery, home delivery services and tracking transaction status have played a crucial role in enhancing customer shopping experience. Small enterprises that specialize in niche products are entering the e-tail market to make their products available worldwide. E-tailing is being widely used in the retail sector and is growing rapidly due to increasing penetration of mobile phones and broadband, cash on delivery, 3G/4G rollout and internet banking. Furthermore, e-tailing eliminates the need to build and maintain expensive showrooms, thus reducing cost and increasing profit for retailers. However, lack of internet usage, complex website design, lack of graphical presentations, high cost of acquisition of customers, e-retailers’ ability to charge premium for services are some of the challenges the industry is facing.

The e-commerce industry is an exciting place with the interplay of social, mobility, analytics, cloud (SMAC), digital, 3D and, virtualization. The current high valuations, in spite of losses, perhaps, are indicative of the future potential.

The big retailers are increasingly focusing on their digital strategies in order to gain the obvious benefits of online platforms. The e-commerce companies are concentrating their efforts on increasing the penetration of their mobile apps for higher growth.

This book provides theoretical perspective and the latest empirical research findings on the topic related to the change that is occurring. In the book “E-Retailing Challenges and Opportunities in the Global Marketplace”, Shailja and Amit have edited the quintessential collection of research articles that address many of the major issues related to the study and research in relation to e-tailing and e-commerce.

I hope that the book shall prove to be beneficial for scholars, researchers, academicians, practitioners and entrepreneurs.

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