

"Education Through Self -Help is our motto" - Karmaveer



Rayat Shikshan Sanstha's,

CHANDRAROOP DAKALE JAIN COLLEGE OF COMMERCE



Shrirampur-413 709, Dist. Ahmednagar.

www.cdjcollege.com , www.cdjlibrary.co.nr

(Re-accredited by NAAC with 'A' Grade under the new scheme)
(ISO Certification 9001:2008)

NATIONAL LEVEL SEMINAR

ON

BUSINESS RESEARCH: STATUS & THRUST AREAS

17th and 18th Feb. 2014

: Sponsored by :
BCUD,
University Of Pune

ISBN-978-81-926851-3-7

Harshvardhan Publication Pvt.Ltd.

19	PROCESS & METHODS FOR RESEARCH IN CONSUMER BEHAVIOUR <i>DR. ASHOK BHANUDAS NAVALE</i>	72
20	RECENT RESEARCH TRENDS IN HUMAN RESOURCE MANAGEMENT <i>Dr. Shirish Nana Gawali</i>	75
21	Tools ICT in Business Research <i>Mr. Vivek M More, Mr. Vicky Khandagale</i>	81
22	IPR Issues related to Business Research in India. <i>Prof.S.D.Shaikh</i>	84
23	BUSINESS RESEARCH METHODS: A DECISION MAKING TOOL IN THE HANDS OF MANAGEMENT <i>CA. Nikhil Bharat Goyal</i>	86
24	Interdisciplinary Business Research <i>Mr. Vivek M More, Miss. Prachi S Kulkarni</i>	89
25	Research Design: an Overview <i>Dr. Barhate G.H., Jawale Meenaksh Janardhan</i>	92
26	Process of Business Research <i>Prof. Kekane Maruti Arjun, Prof. Pinjari Dnyandeo Rangnath</i>	94
27	Research Methodology in Commerce – Research Design <i>Prof. Sayyad Mahejabin</i>	99
28	Good Research Report Writing <i>Miss. Jagtap Mangal Babasaheb, Miss. Priyanka Deepak Rathod</i>	102
29	CHALLENGE OF SOCIALLY USEFUL RESEARCH IN COMMERCE AND BUSINESS <i>Prof. Mrs. Gujar P.S., Dr. Adik B.R.</i>	105
30	संशोधन अहवालाचे महत्त्व <i>Dr. B.D.Todkar</i>	108
31	Research in Consumer Behavior <i>Prof. Dr. Kalhapure B. B.</i>	114
32	RESEARCH METHODOLOGY: AN INTRODUCTION <i>Ghotekar D.B</i>	118
33	USEFUL TRICKS FOR WRITING EFFECTIVE RESEARCH PROPOSAL <i>Prof. Riyazkhan H. Attar, Dr. G.H Barhate</i>	122
34	ESSENTIALS FOR A GOOD LITERATURE REVIEW <i>Prof. Riyazkhan H. Attar, Prof. Shantilal R. Jawale</i>	128
35	Research in Higher Education for Quality Improvement <i>DR. BHOSALE J. P</i>	134
36	Morals and Ethic in Business Today <i>Mr.S.R.Pagare</i>	140
37	IPR in India: An overview <i>Mr. Vivek M More, Mr. Samadhan B. Tayad</i>	143
38	Intellectual property right: A way to Economic Growth in India <i>Mr. Vivek M More, Mr. Sanket G kankate</i>	147

CHALLENGE OF SOCIALLY USEFUL RESEARCH IN COMMERCE AND BUSINESS

Prof. Mrs. Gujar P.S.
Assistant Professor
C.D.Jain College of Commerce,
Shrirampur

Dr. Adik B.R.
vice principal,
C.D.Jain College of Commerce,
Shrirampur

• INTRODUCTION :

The exposure of the use of electronic commerce by the business sector has been tremendous since its inception only a few years later ago. Ease of transaction, widening of markets and decreased expenses are the factors that makes e-commerce solutions more and more attractive, as evident with the growth of business. It is the need of present age to have the research in commerce and business socially useful. The use of electronic commerce by business in developed countries has grown considerably in the past few years while the private sector appears to be benefiting from this low cost means of reaching consumers worldwide, the question remains: Can e-commerce be used effectively by other sectors to generate revenue. In developing countries, thousands of organizations have gone online over the past five years, realizing the importance of the connectivity between E-Commerce and E-Business. Thus this paper examines the challenge of socially useful research in commerce and business.

METHODOLOGY -: This paper focuses primarily on issues of concerned challenges faced in socially useful research in commerce and business. The data collected is from the primary and secondary sources.

OBJECTIVES -:

1. To elaborate the concepts of E-Commerce and E-Business.
2. To understand the basic needs of research, research design and research frame work.
3. To discuss the challenges being faced by the researcher to make the research socially useful in commerce and business.
4. To discuss the importance of research in commerce and business for being socially useful.
5. To provide the suggestive measures for making available the easy access of the research in commerce and business.

Electronic Commerce or E-Commerce refers to a wide range of online business activities for products and services. It also pertains to "any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact". E-Commerce is usually associated with buying and selling over the internet or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer mediated network.

Though popular, this definition is not comprehensive enough to capture recent developments in this new and revolutionary business phenomenon. A more complete definition is: E-Commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform and redefine relationship for value creation between or among organizations and between organizations and individuals.

Is E-Commerce the same as E-Business?

While some use E-Commerce and E-Business interchangeably; they are distinct concepts.

According to Information and Communication Technology (ICT),

A more comprehensive definition of E-Business is: "The transformation of an organisation's processes to deliver additional customer value through the application of technologies, philosophies and computing paradigm of the new economy".

Research is the systematic investigation information and study of materials and sources in order to establish fact and reach new conclusions. The word "Research" is used to describe a number of similar and often overlapping activities involving a search for information.

Research Framework is defined as, "The ways ideas are organized to achieve a research project's purpose". So it is the need of present age to design the topics of research in commerce and business to be socially useful. But various challenges are being faced and this paper is attempting to put forward the basic challenges in this concerned issues. The topic selected in commerce and business for research is from the current issues faced by the society. The researcher thoroughly studies the problem in depth, but the basic challenges being faced are as follows -:

1. **LACK OF SCIENTIFIC TRAINING** -: The research methodology is not systematic. Many researchers undertake research work without having knowledge of the research method. This situation demands for training programmes through course work.
2. **INSUFFICIENT INTERACTION** -: There is absence of proper interaction between researchers and the business establishments, Government institutions etc. This leads to a great deal of being hidden some controversial updates.
3. **LACK OF CONFIDENCE** -: Most of the business establishments are of the opinion that researchers can misuse the data provided by them. As such they are reluctant to provide the details of their company. Confidence building measures should be adopted which will convince the business units that their data will be put to productive purposes and will not be misused in any manner by the researcher.
4. **INADEQUATE ASSISTANCE** -: Researchers in the field of commerce and business have to cope with the non availability of adequate and timely secretarial assistance which affects the schedule of their research study.
5. **HIGH COST OF PUBLISHING** -: Once the research is completed, the researcher has to look for a means to publish it. Publishing in an international journal is highly expensive. This discourages most of the researchers from taking up research work. The actual means of research is fulfilled only if it is made available for the sake of society. It is the sole aim of research work in commerce and business to provide the developed frame work for the society in its development.

Role of Operational Research in business problem -: Operational research would provide information regarding the day to day operations of the business, with the goal of highlighting or preventing problems in that area. It is more of an internal research for the answers as opposed to looking at the marketing (sales), or production areas.

Research Design:- What you research and how you design your approach to that research is fundamental to the success of a business. In the E-Commerce business, it is a whole new field and conventional methods and pathways for researching things like size of market, your anticipated share of that market, how you intend to separate yourself from others in the same

market, **how long it will take** to get up and running, the capital needs your product, where will you **get it, will you have** an exclusivity on the product or will you be selling standard widgets **like everybody else**? There are millions contingencies to funding a startup business and an **investor wants to know** how considerate you were in planning out this venture that you want **him to be apart** of and a research can guarantee a business success. But good research **can turn up possible** areas of concern that will be better addressed before you and your investor **take a long walk** off a short pier.

Importance of research in commerce and business for being socially useful:-

Research is the systematic investigation information and study of materials and sources in order to establish facts and reach new conclusions. Research in commerce and business plays very important role in the economy of nation. Researcher studies on various topics with a bird's eye view and aims at finding out the effective conclusions useful for the society through the concerned research work. Suggestions drawn by the researchers can proved to be useful if properly implemented in practical situation. If the research work is made available for the free access to society; it is being published for the societal use it can help to bring out the infrastructural and policy changes. It can help to have the change in its outlook and perspectives.

• **CONCLUSIONS -:**

1. Most of this paper has been occupied with discussing major problems that commonly works as a hurdle in the research work.
2. In some research work in commerce and business, there is a problem faced of spillover effect. The time span taken to complete the research makes the study outdated upto its practical implementation in the society.
3. Though various universities providing funds for research in commerce and business, due to the above discussed obstacles, there is a scarcity of socially useful research work.

• **SUGGESTIONS -:**

1. The critical issues for useful researches demands for the sort of training programmes through course work etc.
2. Confidence building measures should be adopted which will convince the business units that their data will be put to productive purposes and will not be misused in any manner by the researcher.
3. The researches in commerce and business as going to be fruitful for the development of the whole economy of the country, the Government should take the concerned steps to provide the easy access of researches for the society through its publication at minimised costs.

• **REFERENCES -:**

- "The Economic and Social Impacts of Electronic Commerce". Organisation of Economic Co-operation and Development. (OECD)
- OECD.IBID
- IBID