

# Rapid rise of e-commerce in modern global business

[Business](#)



Rapid Rise of e-Commerce in Modern Global Business Affiliation Hamad

Husain, MKT 309-03: I have abided by the UNCG Academic Integrity Policy on this assignment.

TITLE OF SPEECH: Rapid Rise of e-Commerce in Modern Global Business

THESIS: Global business processes are usually characterized by various operational strategies. Some of these strategies entail the use of human resources, while some entail the application of business technology. It is apparent, taking into consideration the current business data that, e-commerce is currently one of the highest technology applied in commercial activities.

INTRODUCTION:

A. Good morning, my name is Hamad Husain.

B. The purpose of my research is to explicate the current rapid rise in e-commerce globally. Do you know why many companies are engaging in e-commerce? Well, you will find out soon!

C. I wish to focus on the rapid rise of e-commerce by describing e-commerce and how it has been applied in order to improve your understanding on issues associated with it. A number of companies have focused on provision of e-commerce activities and they have been successful over the last two decades.

D. I have conducted a thorough research on this topic to bring out the significant impacts of e-commerce in the general global business environment as well as the challenges or limitations that have been associated with e-commerce.

E. The main points to discuss will be the rapid rise of e-commerce in the

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contemporary business environment and facets that have facilitated this rise.

TRANSITION TO MAIN POINT, I: To begin with, I will provide a general overview of the topic by describing issues ascribed to business strategies and the probable causes of rapid rise in e-commerce.

#### BODY

1. Global business processes are usually characterized by various operational strategies. Some of these strategies entail the use of human resources, while some entail the application of business technology (Kopper & Ellis, 2011). It is apparent, taking into consideration the current business data that, that e-commerce is currently one of the highest technology applied in commercial activities

2. The corpus of e-commerce entails the process of undertaking business activities through enhanced computer networks especially the internet. Research indicates that e-commerce activities depend heavily on technologies such as Inventory Management Systems, online transactions, online marketing, data interchange through electronic processes et cetera (Cohan, 2010).

TRANSITION TO MAIN POINT, II: This aspect of e-commerce brings about the next point, which is impacts of e-commerce in the contemporary business environment.

I. With the integration of electronic technology into majority of Company's operational procedures, e-commerce has been associated with effective and efficient technology, thus facilitating efficient business processes i. e. reduction of human errors usually associated with it (Laudon & Traver,

2012).

II. In addition, economic experts have asserted that the essence of implementing e-commerce has been majorly driven by the fact that it entails reduced costs of operation: This occurs in the sense that it reduces costs associated with manual modes of operation specifically, inventory costs, employee management costs et cetera (Cohan, 2010).

III. On the other hand, the application of e-commerce in most of current business activities has been ascribed to improved competitive advantage of most organizations; this is due to the fact that it creates a platform for easy accessibility of updated information by the concerned companies (Cohan, 2010).

TRANSITION TO MAIN POINT, III: Now I wish to bring out the limitations of e-commerce, despite the fact that it is a significant business strategy that is emulated by many business managers.

I. To begin with, security is among the biggest limitations affecting efficacy of e-commerce activities, with advanced knowledge on computer operational processes, some people have gone to an extent of accessing personal information of e-commerce users, thus jeopardizing their privacy.

II. Some people have also shown laxity when it comes to engaging in e-commerce activities, majorly due to lack of trust of e-commerce suppliers.

CONCLUSION: Transition to conclusion of the speech

I have already talked about the probable causes of rapid rise in e-commerce, the impacts of e-commerce in the contemporary business environment, and the limitations of e-commerce. I now wish to concluded to by putting the key points about the topic across.

A. The main point that I covered was the rapid rise of e-commerce in the contemporary business environment and facets that have facilitated this rise. In this regard, most people currently prefer less physical engaging processes of purchasing products and services (e-commerce), despite that fact that is also characterized with certain limitations.

B. The main purpose was to explicate the current rapid rise in e-commerce globally. This trend is even expected to increase overtime and its effects are currently faced even in less developed nations.

C. Closing Statement: Base on what I have highlighted, it is apparent that the application of e-commerce as business operation strategy will continue experiencing a high sense of popularity in the next coming years.

D. I would like to open up for any questions regarding my topic. Thank you for paying your attention to my speech.

#### References

Cohan, P. S. (2010). E-profit high payoff strategies for capturing the e-commerce edge. New York: AMACOM.

Korper, S., & Ellis, J. (2011). The e-commerce book building the e-empire (2nd ed.). San Diego, CA: Academic Press.

Laudon, K. C., & Traver, C. G. (2012). E-commerce: business, technology, society. Boston: Addison Wesley.