

Technological Advancements in E-Retailing: A Multilevel Integration Approach

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Abstract

Technology has given pace to e-retail sector with development of machine learning, artificial intelligence, brain mapping and so on. In other words technological advancements have made it convenient for the consumers to experience the global market from the confines of its room. It has optimized the system, reduced the operating time and enhanced the consumer experience by integrating additional modules to its operations. The objectives of the research are to know recent technological advancements in e retail, to understand technology and e retail relationship, to learn about Multi Level Integration. This paper is an attempt to understand the need for multilevel integration with the help of technological advancement and underpin the integration of technology at various levels which seems to change the scenario of e-retailing in coming days. Research Methodology secondary information has been collected from various sources such as journals, books and statistical bulletin to support the data. Technical advancements have brought benefits to the retail sector by giving them scope to improvise. These improvisations have brought them new customers which are more demanding, enthusiastic and aware of the products that they require. Despite the fact that technological advancements have benefitted the retail sector and the consumers, there are certain limitations such as cost of infrastructure, cost of technology etc. that needs to be addressed.

Keywords

Machine Learning, Artificial Intelligence, Technological Advancements, Multilevel Integration and brain Mapping.

Biographies

Anchit Agarwal is a Research Assistant and Research Scholar (Management) in the School of Humanities and Social Sciences at Harcourt Butler Technical University, Kanpur, India. Mr. Anchit Agarwal has both academic and research experience. He has research contributions at national and international level to his credit and has published 5 research papers.

Vinod Kumar Yadav is a Professor of HRM and OB in the School of Humanities and Social Sciences at Harcourt Butler Technical University, Kanpur, India. Dr. Vinod Kumar Yadav has been teaching B.Tech, M.Tech, M.C.A, M.B.A and Ph.D programmes since last 20 years apart from supervising doctoral students, he has many research contributions at national and international level to his credit. He has published more than 35 research papers, guided many PG projects and published 02 books. He is associated with many professional bodies like National Institute of Personnel Management (NIPM) and Performance Measurement Association (PMA). He has also chaired technical sessions of national and international conferences at different universities and institutions. Apart from giving its subject expert services to UGC, has developed study material for the development of students at state level universities of Uttar Pradesh. He has organized faculty development programmes, conferences, industrial lectures, and has been instrumental in many state and institutional level committees.