

Multilevel Integration (MLI) in E Retailing: Concept and Framework

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Abstract

Retail experience has shifted from traditional shopping to online shopping, making it convenient to the consumers. This convenience is an outcome of various in-built modules, which aims to enrich the shopping experience to the next level. The technological advancements have added newer variables to pre existing retail process. The challenge before marketers is to include, integrate and align these newer variables into existing system. The effective integration of these modules to the core framework will define the success of the retail process. This paper is an attempt to develop concept with suggestive framework to integrate at various levels of e-retail through technology. The suggestive frame work also aims to figure the existing as well as newer concerns related to e-retailing process.

Keywords: E-retail, Multi level Integration (MLI), E-commerce, E-platform Modules, Technological Innovations

Biography:

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 & OB in the School of Humanities and Social Sciences at Harcourt Butler Technical University, Kanpur, India. He has been teaching B.Tech, M.Tech, M.C.A, M.B.A and Ph.D programmes since last 22 years along with supervising doctoral students. He has more than 35 research contributions at national and international level to his credit. 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 being a subject expert of UGC, he 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.

