



SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)
Research Centre for E-Commerce



Mrs. Kavitha J

Mission

An activity of buying and selling of products on online service over internet is termed as E-commerce. It refers to both online retail as well as electronic transactions. Increased use of smart mobile service and internet has paved its way for new distribution channel for transaction and trade. Research Centre for E-Commerce founded in 2019 with the aim of encouraging and promote research in the field of Marketing and allied Disciplines. It facilitates adoption of advanced and innovative research methodology to study the E-commerce and its varied areas. It facilitates adoption of advanced and innovative research methodology to study E-commerce in different areas. The center comprises communication, new adaption of technology, consumer convenient, trade and commerce, promotion, pricing etc.

Objective:

- To encourage college students for research projects.
- To encourage young research scholars for research.
- To enhance knowledge in the field on E-Commerce.
- To motivate students to start up their own business on online platform.

Journal /Conference Publications:

- International conference on “**Emerging trends in Management, Information Technology and Education**” 16th & 17th August, 2019.
- National conference on “**Research in Higher Education, Learning and Administration**” 14th & 15th June, 2019.

Working Papers:

1. A Study on Emerging Trends in Digital Marketing in India.
2. Impact of E-commerce on Indian's commerce.
3. Electronic Commerce: A Study on Benefits and Challenges in India.
4. A Study on next generation of E-commerce

Collaborators:

Mrs.Kavitha J
Ms. Meghashree