

.PUBLICATIONS

AN ASSESSMENT ON THE IMPACT OF BLOCKCHAIN TECHNOLOGY ON SUPPLY CHAIN MANAGEMENT IN E-COMMERCE

Dr.Aiman Fatma, Ms. Amrita Singh

Associate Professor, Assistant Professor

Department of Commerce &Business Studies

P.K. University, Shivpuri M.P

Abstract

Business operations have been considerably changed by the computerized change, which has become a critical social and economic phenomenon. The effect of advanced change on marketing practices in Clean little and medium-sized businesses (SMEs) is examined in this review. The objective of the review is to closely examine the wide moves caused by advanced technology in the marketing idea, its instruments, and activities inside SMEs. The primary review question focuses on how marketing activities are evolving in modern associations. Our analysis and insights are based on deductive reasoning, results from empirical research, a critical literature assessment, and the author's own in-person market observations. Our analysis shows that the surveyed firms'

marketing practices are progressively incorporating digital technologies. It is noteworthy that many of these technologies are still included in the arsenal of conventional marketing tools, though. This finding highlights how marketing tactics are still evolving and how old and digital methods coexist in Polish SMEs. This study emphasizes how crucial it is to comprehend the complex interactions between traditional and digital marketing strategies in SMEs. Although the digital transformation has brought about a variety of cutting-edge marketing tools and strategies, it is clear that SMEs continue to use conventional ways as well. The study also shows that the necessity to adjust to fast changing consumer tastes and behaviors is what motivates this coexistence.

Keywords: *Blockchain, Technology, Supply Chain, Management, E-Commerce*

PUBLICATIONS

DIGITAL MARKETING STRATEGIES FOR SMALL AND MEDIUMSIZED ENTERPRISES (SMES) IN E-COMMERCE SECTOR

Dr. Aiman Fatma, Ms. Amrita Singh

Associate Professor, Assistant Professor

Department of Commerce & Business Studies

P.K. University, Shivpuri M.P

Abstract

The motivation behind this paper is to give an orderly survey of exploration on electronic showcasing. This writing survey will give a store of earlier exploration foci and philosophy associated with the investigations of E-Promoting, considering the investigation, examination, and clear clarification of the many examination subjects and procedures used in E-Showcasing distributed papers somewhere in the range of 2015 and 2020. Old tasks this article plans to add to the collection of current data in the field of E-Promoting by gathering a total chronicle of earlier sets in the subject free from 2015 to 2020. Combine on Utilizing the Hanson Web promoting system as an aide, this study takes on a three-stage procedure to purposefully research, request, and survey the distributed writing in the field of e-showcasing. Results Electronic commerce, electronic marketplaces, electronic stages, and mobile marketing are just some of the many topics that have been the focus of previous research. Several knowledge gaps have been identified in the field, most notably concerning the

adoption and effectiveness of E-Marketing by SMBs. To fill these gaps and deepen our understanding of the topic, further study on the correlation between small business success and the use of E-Marketing is required. Considering the results, the inventor firmly suggests employing a triangulation technique while performing future study in the domain of marketing. Ideas The review will be of vital assistance to organization proprietors, technique producers, specialists, scientists, and teachers since it gives a clearer point of view and top to bottom data for every one of the issues connected with the subject of E-Promoting. This exploration will add to the collection of information about e-showcasing by leading a study and precise survey of the current writing on the subject. Analysts and scholastics in the field of e-advertising can utilize this audit to shape their viewpoints on the most proficient method to go with future examination undertakings and strategies that will add to the developing group of information in the field.

Keywords: - digital marketing strategies, e-commerce sector, SMEs, e-business