ABSTRACT OF THE THESIS

The Study of Organization and Management of Electronic Commerce Applications in Small and Medium Enterprise Sector in India - with Special Reference to Selected SMEs in Pune

The general purpose of the research is to study of organization and management of e-commerce applications in SME Sector. In this regard, we tried to identify the relationship between application of electronic commerce and organizational performance of SMEs in Pune. Another purpose of this research is to identify the benefits and problems which received from using electronic commerce in SMEs. There are many different types of e-commerce applications that may influence to organizational performances; in this research, we group them according to five different categories: electronic advertising, electronic payment system, electronic marketing, electronic customer support service and electronic order and delivery. According to literature review, most common types of organizational performance measures that used in recent empirical research are included: Financial or accounting performance, operational performance and market-based performance. This thesis is both exploratory and descriptive since it seeks to pertain what is happening, seek insights and ask questions about e-commerce and levels of application by SMEs especially in Pune (India). In this study we used Stratified Random Sampling for collect necessary data. Some of finding of the study summarized here:

- According to statistical analysis in this study the results indicates that the electronic commerce applications has a significant and positive impact on organizational performance in small and medium enterprises.
- Most of the sample believes that the only top level of management using of e-commerce in organization.
- “Enhance company brand and corporate image” shows the highest importance benefit from the perspective of small and medium-sized enterprises.
- “Running and maintenance more costly than expected” shows the highest importance problem from the perspective of small and medium-sized enterprises in Pune.
- For small and medium enterprises in Pune, Most influential of e-commerce applications is in advertising and marketing sections.