ISSN (Online) : 2348 - 2001

International Refereed Journal of Reviews and Research

Volume 6 Issue 2 March 2018

International Manuscript ID : 23482001V6I2032018-19

(Approved and Registered with Govt. of India)

Adoption of E-Services in India

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Abstract

E-services (electronic services) are services which use of information and communication technologies (ICTs). The three main components of e-services are- service provider, service receiver and the channels of service delivery (i.e., technology). For example, as concerned to public e-service, public agencies are the service provider and citizens as well as businesses are the service receiver. The channel of service delivery is the third requirement of e-service. Internet is the main channel of e-service delivery while other classic channels (e.g. telephone, call center, public kiosk, mobile phone, television) are also considered. Since its inception in the late 1980s in Europe[citation needed] and formal introduction in 1993 by the US Government, the term 'E-Government' has now become one of the recognized research domains especially in the context of public policy and now has been rapidly gaining strategic importance in public sector modernization. E-service is one of the branches of this domain and its attention has also been creeping up among the practitioners and researchers. E-service (or eservice) is a highly

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generic term, usually referring to 'The provision of services via the Internet (the prefix 'e' standing for 'electronic', as it does in many other usages), thus e-Service may also include e-Commerce, although it may also include non-commercial services (online), which is usually provided by the government.'

Keywords: E-Services in India, E-Logistics, E-Commerce

Introduction

The term 'e-service' has many applications and can be found in many disciplines. The two dominant application areas of e-services are E-business (or e-commerce): e-services mostly provided by businesses or [NGO|non-government organizations] (NGOs) (private sector). E-government: e-services provided by government to citizens or business (public sector is the supply side). The use and description of the e-service in this page will be limited to the context of e-government only where of the e-service is usually associated with prefix "public": Public e-services. In some cases, we will have to describe aspects that are related to both fields like some conferences or journals which cover the concept of "e-Service" in both domains of e-government and e-business

Information technology is a powerful tool for accelerating economic development. Developing countries have focused on the development of ICT during the last two decades and as a result, it has been recognized that ICT is critical to economy and is as a catalyst of economic development. So, in recent years there seems to have been efforts for providing various e-services in many developing countries since ICT is believed to offer considerable potential for the sustainable development of e-Government and as a result, e-Services.

Many government agencies in developed countries have taken progressive steps toward the web and ICT use, adding coherence to all local activities on the Internet, widening local access and

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skills, opening up interactive services for local debates, and increasing the participation of citizens on promotion and management of the territory(Graham and Aurigi, 1997).

Potential and Scope

But the potential for e-government in developing countries remains largely unexploited, even though. ICT is believed to offer considerable potential for the sustainable development of e-government. Different human, organizational and technological factors, issues and problems pertain in these countries, requiring focused studies and appropriate approaches. ICT, in general, is referred to as an "enabler", but on the other hand, it should also be regarded as a challenge and a peril in itself. The organizations, public or private, which ignore the potential value and use of ICT may suffer pivotal competitive disadvantages. Nevertheless, some e-government initiatives have flourished in developing countries too, e.g. Brazil, India, Chile, etc. What the experience in these countries shows, is that governments in the developing world can effectively exploit and appropriate the benefits of ICT, but e-government success entails the accommodation of certain unique conditions, needs and obstacles. The adaptive challenges of e-government go far beyond technology, they call for organizational structures and skills, new forms of leadership, transformation of public-private partnerships (Allen et al., 2001).

Indian Scenario

India's small and medium enterprises (SMEs), struggling to survive in the aftermath of demonetization and the introduction of the goods and services tax (GST), seem now to face the threat of global competition through e-commerce platforms. In the recently concluded eleventh ministerial conference (MC11) of the World Trade Organization (WTO) held in Buenos Aires, developed countries sought to negotiate new global e-commerce rules which could liberalize e-commerce and benefit SMEs. India, however, has taken an unfavourable stance. It has cited unfair market access to foreign companies in the currently 'asymmetrical' e-commerce space,

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with its power to hurt domestic e-commerce platforms, as well as SMEs, as the logic for such a stance. Such a stance, however, may not be in its own interests.

SMEs, which contribute to almost 50% of India's exports, can provide the basis for an export-led growth model. The challenge to the SME-led traditional growth models lies in the barriers that they face in growing their markets domestically and globally in a cost-effective manner. SMEs can use the e-commerce route to mitigate the challenges to their growth, as also to increase their competitiveness.

Conclusion

The future of e-service is bright but some challenges remain. There are some challenges in e-service, as Sheth & Sharma (2007) identify, are: Low penetration of ICT especially in the developing countries; Fraud on the internet space which is estimated around 2.8billion USD, Privacy due the emergence of various types of spyware and security holes, and intrusive characteristics of the service (e.g. mobile phones based) as customers may not like to be contacted with the service providers at any time and at any place. The first challenge and primary obstacle to the e-service platform will be the penetration of the internet. In some developing countries, access to the internet is limited and speeds are also limited. In these cases, firms and customers will continue to use traditional platforms. The second issue of concern is a fraud on the internet. It is anticipated that the fraud on the e-commerce internet space costs $2.8 billion. The possibility of fraud will continue to reduce the utilization of the internet. The third issue is privacy. Due to both spyware and security holes in operating systems, there is a concern that the transactions that consumers undertake have privacy limitations. For example, by stealthily following online activities, firms can develop fairly accurate descriptions of customer profiles. The possibility of privacy violations will reduce the utilization of the internet. The final issue is that e-service can also become intrusive as they reduce time and location barriers of other forms

of contract. For example, firms can contact people through mobile devices at any time and at any place. Customers do not take like intrusive behavior and may not use the e-service platform.

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