## TRENDS AND AREAS IN RESEARCH IN COMMERCE

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*Abstract*
*Commerce education thoroughly examines each person's activity that harms society as a whole and suggests ways to prevent it. Then certain commercial difficulties directly affect society. The money issue is that it affects society as a whole in ways like protection, tax incidence, import-export, and the growth of industries like agriculture. Commerce thoroughly examines these issues in the context of social welfare and offers its unbiased view. The understanding of well-earnings with good business is provided by commerce education. The expanding trends of globalization, liberalization, and privatization have had a significant impact on commerce education. E-commerce is often referred to as electronic or online commerce. It describes the online purchasing and selling of products and services. Even utilizing the internet to pay for items is an option. Ecommerce is a general term that refers to any transaction that is carried out through a network or the internet. E-commerce has become increasingly important in our daily lives. People barely ever visit stores to buy anything. Instead, we are placing orders for things while at home. The growth of smartphones has significantly expedited online business transactions.*

*Keywords:* commerce education, smartphones, liberalization, privatization, and globalization.

### The Rationale of the study

Bansal stated Due to the presence of this pandemic situation trends of e-commerce has been increased rapidly (28). Various aspects of e-commerce are enlarged during an outbreak of Covid-19. Many countries face problems regarding their economic structure during this pandemic situation, this aspect can open trends and areas of research regarding E-Commerce. Contextual and programming advertisements of e-commerce should be analyzed through effective research. This aspect can highlight all trends and areas of e-commerce. Few new and efficient aspects are arising that help to identify trends and areas regarding e-commerce such as buy now pay later strategy, sustainability, loyalty program, video marketing, social commerce, influence marketing, sales within metaverse, and others. The development of an online retail section is another effective trend of e-commerce that can increase its potential. On the other hand, the growing phenomenon of globalization, privatization, and liberalization is the main and effective aspects of e-commerce. These are the effective trends and areas of research in e-commerce. Publications and industry influencers are also involved in the growing development of e-commerce, which should be highlighted in this study (Singh et al., 185).

### The objective of the study

1. To identify a few effective trends of research in E-Commerce

2. To evaluate growing areas of E-commerce which should be highlighted

3. To justify a few updated and developed areas of E-commerce like globalization, liberalization, etc.

### Hypothesis

Growing business skills and business opportunities can increase various effective trends regarding the research on e-commerce (Beyari, 15.3). The potential development of the e-commerce field should be highlighted with the involvement of these growing trends. Liberalization, globalization, and privatization are a few effective and growing areas of e-commerce, which should be highlighted potentially through essential research. Individuals' action regarding the research has been highlighted potentially through authentic research. With the help of a few effective resources, it is easy to state that e-banking, e-marketing, and e-investment are a few growing aspects of e-commerce. These aspects can open a new wing of research. The outbreak of Covid-19 can increase the chances of the development of e-commerce around the world. During this period online investment, online sales, and online marketing are developed essentially. These are a few effective trends of research in e-commerce. The role of HR has been changed during growing trends of e-commerce, which should be highlighted potentially with the

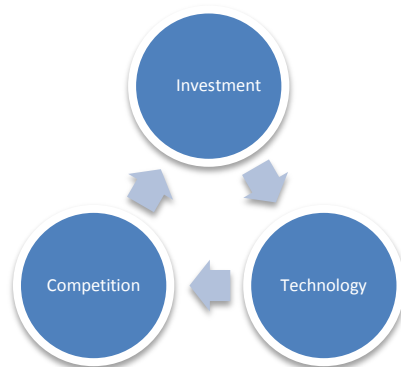involvement of effective research (Goyal et al.,        250).



Figure 1: Research Areas of Commerce Industry
(Source: created by author)

During the development of e-commerce few effective aspects have also increased rapidly such as problems related to the safety of money, investment, the incident of taxation, and imports and export. The growth of IT services is also highlighted authentically with the involvement of growing trends and areas of e-commerce. Global competitiveness and the outcome of e-commerce can increase developed trends regarding e-commerce. Based on a few essential resources, it is very natural to highlight that the technological revolution is another effective aspect that helps to create new areas and tends of research regarding e-commerce. During this period various effective phenomenon of e-commerce has been rising rapidly. On the other hand, it is also noticed that a higher rate of young unemployment can increase problems in e-commerce (dos Santos, Valdeci Ferreira, et al., 135). Developing trends and areas of e-commerce can play an effective role in maintaining empowerment.

**Methodology**

Methodology played an important role in the outcome of the research process. Methodology mainly includes four factors of research Philosophy, Approach, Design, and Data collection and analysis. For this research positivism, philosophy has been selected as a research philosophy. The reason behind selection it provides positive belief in the research that helps the researcher to conduct the research more effectively. The deductive approach and descriptive design have been selected as research approach and research design in this study. Descriptive research design described all important information of the research that helps the researcher in the decision-making process (Mohajan 25). Another side, the Deductive approach deletes irrelevant information from the research which reduces the research time the researcher. Along with this, the secondary data collection process has been selected as a data collection method.



Figure 2: Secondary Data collection Technique

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(Source: Mohajan 2018, p. 25)

Secondary data provides more authentic data with evidence rather than primarily for this reason it has been selected. For data analysis, a qualitative data analysis technique has been chosen for this research study. The main reason for the selection of the qualitative technique is it analyzes the research data more quickly and includes all types of data (Snyder 335).

## Recommendations

The Commerce industry is one of the growing industries in the world and a large portion of the contribution of the commerce industry has to the GDP of the country. Improvement of the industry has become important due to the high demands of the customers and by following some necessary steps improvement can be done in the industry. Identification of the latest trends and required research areas will help the industry to make growth and development. Conversation with the customers and continuously meeting with them and taking their suggestions about trends and their choices will help the commerce industry to make more improvements (Jobin and Scholar, 59). Implementation of advanced technology such as Artificial Intelligence, Big data will help the industry to analyze the customer's data more efficiently. Analysis of data will provide a better strategy for the commerce industry that will increase the performance of the industry. Apart from that put concentrating on the buyer's persona and providing solutions to the buyers will also motivate the buyers to involve more in this industry. Involvement of customers, implementation of technology, and analysis of data will help the commerce industry to understand trends and research areas as well as to maker development i the performance.

## Conclusions

This study critically analyzes the trends and research areas of the commerce industry. The outcome of this study described that the commerce industry played an important role in the growth of the country. The analysis of this study determined that the identification of trends and research areas are very important to make improvements in the commerce industry. The outcome of this study has also described that involvement of technology and more customers will help the industry to make growth in its performance as well as identification of trends and research areas.

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