

## SMALL AND MEDIUM SIZED COMPANIES REAPING BENEFITS OF E-COMMERCE: A REVIEW

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**Received: 18 Feb 2023**

**Accepted: 20 Feb 2023**

**Published: 25 Feb 2023**

### **ABSTRACT**

*E-Commerce has definitely boosted the revenue of small and midsized Companies in developing states of India It was closely observed during the phase of COVID when supply mechanism was a big issue through the concept of hyper-mediation more and more intermediaries were added into the supply chain to accelerate the work flow of e-commerce during this period as by involving both humans and electronic intermediation. Small companies were also getting the contracts on a daily basis and the customers were getting their needs of product at their doorstep. This study is conducted to explore the understanding of E-Commerce with reference to various dimensions extracting the importance and benefits.*

**KEYWORDS:** *Internet and E-commerce, Benefits of E-commerce, E marketplaces, Emerging trends, Critical success Factors.*



