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Impact Of Supply Chain Management In E-Commerce Sector In Customer Retention And Customer Turnover Special Reference To Amazon And Flipkart.

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Abstract: *Cloud computing has opened up numerous new opportunities for supply chain businesses. This article offers investment suggestions to help businesses take advantage of cloud computing. The authors of this report combed through many indexed journals for Scientific Information to assess the state of research into the e-supply chain. E-commerce, also known as e-tailing or electronic retailing, has rapidly grown to become a serious competitor to more traditional forms of retailing. Based on the findings of this study, it appears that a mix of online and physical stores may be the best model for the future supply chain. The author proposes using a Best Matching Protocol to select a network node to carry out commands in a decentralised cooperative system (BMP). By analysing a given supply network and determining which fulfilling agent best satisfies the customer's required quality and cost parameters, the developed BMP optimises the pairing of agents with customers. Drop shipping is a more cutting-edge and modern way of doing business. The internet, e-commerce, and digital marketing are further permeating the traditional supply chain, adding to its growing popularity. Small and medium-sized businesses benefit greatly from lower entry barriers.*
Keyword*: E-Commerce, E- Retailing, Supply chain Management, BMP- Best Matching Protocal.*

INTRODUCTION:

Opportunities for supply chain companies to fortify their competitive advantages have arisen as a result of advancements in computer technology. Enterprise resource planning (ERP), customer relationship management (CRM), and electronic commerce are just a few examples of the cutting-edge technologies that are revolutionising supply chain management and opening up a world of new opportunities (e-commerce). It seems that cloud-based service providers are able to provide the tools that supply chain organisations need to effectively integrate enterprise resource planning, customer relationship management, and e-commerce. The major objective of this chapter is to forewarn supply chain businesses of the risks they face if they fail to effectively manage, or if they fail to properly choose and support, their cloud system installation. This article provides investment ideas that might help organisations employ cloud computing to improve their supply chain operations and maintain their competitive edge (L.Z., 2014). In light of the new opportunities afforded by the widespread availability of e-commerce technology, more and more consumers are opting to complete their purchasing transactions in this manner. Shoppers' preferences are changing rapidly, but how exactly this affects supply chain management in the retail sector is still largely unknown. One area where researchers have yet to fully fill in the blanks is in the area of customer reaction to stock outs in the context of online shopping. The widespread use of price reductions to encourage clients compounds this challenge in the low-switch-cost world of online shopping, where customers may easily locate other suppliers. This study applies the framework of expectation-disconfirmation theory to the context of online retailing, examining how price reductions affect customers' expectations of product availability and their reactions to stock outs. Our research reveals that when a stockout happens for a price promoted item, shoppers are less likely to go to the website of a competitor store than they are for an item that is not part of a price promotion. Findings from this study have significant implications for academics and supply chain managers since they imply that online retail price promotions do, in fact, generate some type of switching cost (Peinkofer S.T., 2015). Lots of studies on e-commerce-based supply chains have been conducted during the last two decades. Despite the wealth

of research in this field, the most recent evaluations date back to the turn of the century. To evaluate the state of research on the e-supply chain, we conducted a survey of 165 publications published in 47 journals that are indexed by the ISI. These five aspects are the study's study-topic, analytical-unit, research-perspective, business-type, and analytical-method. The Topic-of-Study dimension is crucial among these five since its sub-classification scheme serves as the analytic backbone for the other four. The fundamental objective of this research is to identify patterns and voids in the state of the art of e-supply chain theory and practise via the cultivation of an all-encompassing, interdisciplinary perspective. The findings demonstrate that scholars from a wide range of disciplines, including business, economics, engineering, and the social sciences, approach problems from a variety of perspectives and with varying levels of interest. We were also able to distinguish two time periods (from 2000-2006 to 2007 and beyond) with differing research goals based on the information we collected. During the first time period, issues of innovation, adoption, and barriers, as well as supply chain integration, loomed large, while during the second time period, supply chain integration and collaboration seemed to take centre stage. In both eras, concerns about the economy, the environment, and the way consumers were treated received the least coverage (Siddiqui A.W., 2015). E-commerce, also known as e-tailing, or electronic retailing, has grown fast in recent years to become a serious competitor to traditional retailing, which in turn has an impact on consumers' shopping preferences and behaviours. The purpose of this case study is to draw conclusions regarding the future viability of an idealised supply chain model by comparing and contrasting the characteristics of traditional shops, online stores, and hybrid supply chain models using Target and Amazon as examples. Tools such as process flow diagrams, cause and effect charts, performance efficiency metrics, failure mode and effects analysis (FMEA), and Monte Carlo simulation are incorporated into a comprehensive and generalised modelling framework that adheres to the Six Sigma methodology (define, measure, analyse, improve, and control). Based on the findings of this study, a supply chain that combines traditional brick-and-mortar businesses with internet marketplaces may be the best option going forward. This study's results stress the significance of thinking about the pros and downsides of a hybrid supply chain and the corrective measures suggested by a hybrid FMEA. The results of this research might be used by academics to help them do more thorough empirical analyses of hybrid supply chains, and by industry professionals to gain insight and new knowledge. To wit: (Kumar S., 2016). When a customer makes an inquiry about a product and then receives that goods in the mail, this whole process is known as "order fulfilment" in the business world. Choosing the best order fulfilment agent from the available supplier network is the most crucial step in handling orders. To begin the process of dynamically building and designing a supply chain, a large number of agents and organisations must be carefully selected based on a broad variety of quantitative and qualitative criteria. The author suggests using a Best Matching Protocol to decide on a network node to fulfil orders in a distributed, cooperative system (BMP). By analysing a given supply network and determining which fulfilling agent best matches the customer's specified quality and cost specifications, the created BMP improves the matching of fulfilment agents with customers. This protocol allows agents in the Supply Network to collaborate and provides a scalable solution to the issue of the SN's expanding size (Bhargava R., 2016). Consumers now choose online shopping above any other channel. But shoppers online are more likely to become victims of fraud and theft. And it is in these conditions that talks about supply chain decision-making are required. We build a two-period supply chain model on an e-commerce platform, with past sales volume influencing current buyers' decisions. We look at decision making in both the definite and uncertain demand scenarios. Our next step was to analyse the long-term and short-term interactions between two supply chain actors in a deterministic demand scenario. To further coordinate the supply chain in times of unpredictable demand, a revenue sharing contract is implemented. However, in a stochastic demand model, the degree to which the sales rate in the first period impacts the sales rate in the second period will decide whether or not the supply chain can achieve optimum value via the use of a revenue-sharing contract. (Dong J., 2017).

Now is indeed the era of the internet shopper. These days, almost everyone is connected to the flourishing online business community. It's vital to remember that the global nature of manufacturing and distribution networks means that items offered in these stores might originate anywhere in the world. Management of the flow of goods from suppliers through retailers and ultimately to consumers is what is known as "Supply Chain Management" (SCM). This article aims to bring attention to supply chain

management (SCM) in online retailing by showing how Amazon.com has used this concept to become the dominant player in the sector from the beginning. Data utilised in this paper were gathered from secondary sources such as libraries, archives, and the internet. This article aims to educate readers on the significance of supply chain management (SCM) in the context of e-commerce, so that businesses may better compete in the face of intense market pressure (S., The engineering behind a successful supply chain management strategy: An insight into amazon.com, 2019). As the Internet, e-commerce, and digital marketing continue to penetrate the conventional supply chain, a more contemporary and current business model has emerged: drop-shipping. For that reason, this article will examine the key aspects and results of drop-shipping as a replacement for the traditional supply chain paradigm. The reduced obstacles to entry and stronger foothold in international markets will be especially beneficial to small and medium-sized firms (SMEs), including sole proprietorships and producers of a wide range of goods. Research into the study's implications and future possibilities for the drop-shipping model's growth is strongly recommended (Dimitrov I., 2020). Buying and selling products across international boundaries using digital technologies like the Internet and mobile phones has seen phenomenal growth in recent years. Businesses that deal in well-known brands have an incentive to put a stop to the distribution of counterfeit goods via online marketplaces. When counterfeit goods are sold, the supply and demand sides of the economy are harmed, and sustainability efforts are stymied. Fake products damage the reputations of real enterprises and erode customers' trust in online marketplaces. And they discourage stakeholders in the supply chain from funding initiatives that improve social and environmental sustainability. If customers have access to full product data via a traceability system, information ambiguity and asymmetry may be reduced or eliminated, reducing the likelihood of losses. According to the results of the pilot research, preventing the proliferation of counterfeit goods may be achieved by the dissemination of secure, in-depth product information among supply chain stakeholders, from the supplier side to the end customers (Lee H., 2021).

LITERATURE REVIEW:

B2C e-reliance commerce's on LMD has put further strain on SCM as it strives to accommodate emerging economic and environmental issues. Greenhouse gas (GHG) emissions from transporting commodities are rather large and are commonly noted as a cause for worry, although they are not yet seen to be a sufficient component in bridging this gap. The purpose of this research is to determine how much leeway a company has in choosing when to make deliveries affects the fuel efficiency of long-range mobile devices. This was possible because to the use of a discrete event simulation model for logistics analysis, whereby the consolidation level and delivery time variables were treated as separate inputs. Research results suggested that if delivery windows were adjusted and loads were aggregated to a greater extent, vehicle mileage may be reduced. They benefit the economy and the environment since they lessen the need for gas and, thus, cut down on emissions of greenhouse gases without adversely hurting consumers. That's according to a 2022 study (Pereira Marcilio Nogueira G.). Getting goods to customers is the "last mile" of the supply chain, and postal and courier services excel at this. The last impression you leave with your customers is strongly tied to how well you carry out the final step of the logistics process. In this way, the continuing expansion of e-commerce, fueled by the COVID-19 epidemic, has made it more challenging for delivery enterprises to flourish and driven them to adapt to new conditions. Due to the need to adjust postal delivery systems to the new reality of limited resources, many of these routines will persist long after the sanitary crisis has ended. We look at the issue of last-mile logistics that was brought to light by a Chilean delivery service. Last-mile delivery operations, especially express delivery services, at other postal organisations are likely to encounter the same challenge in the future. The company subcontracts distribution in a metropolitan region by dividing the market into smaller and smaller sections (districts). Because of the growing mail volume and the declining quality of service, particularly for express mail, the corporation must reassess its regional structure. As a consequence of this redesign, a new optimization problem arises that is analogous to the well-known districting problem with quality-of-service restrictions. First, a mathematical programming model is built to capture the essence of this unusual problem, and then a tailored heuristic is designed to solve it. The suggested strategy is tested using real-world case studies, and the findings demonstrate considerable increases in on-time delivery compared to the

company's present districting scheme. Through a sensitivity analysis, we show that the suggested approach still produces districting designs that can withstand a dramatic increase in express mail volume (Sandoval M.G., 2022). Because of shifting customer expectations and the proliferation of e-commerce, businesses are drowning in a sea of returned goods and surplus stock. For the purpose of liquidating excess stock and realising some of the value it represents, more and more companies are resorting to secondary market channels. Nonetheless, the secondary market hasn't received nearly enough attention from supply chain management scholars. To learn more about how firms are using these novel disposal strategies, we analysed longitudinal survey data from the United States and China (collected between 2014 and 2017). US businesses have been more successful because they utilise secondary marketplaces for different reasons than their Chinese competitors. While the data indicate that the United States' secondary market is more established than China's, this trend indicates that the gap between the two markets is narrowing (Rogers Z.S., 2022). The idea of doing business through the Internet is gaining traction in the realms of academia, industry, and policymaking. Due to these shifts, research integrating supply chain management and e-commerce is more important than ever. This study set out to investigate the value-creation processes inherent in a supply chain service-based business model by looking at the supply chain resources used by the Chinese cross-border e-commerce firm OSell via the lens of resource orchestration. We analysed Osell's business model using primary data collected from Osell's executives and managers and secondary data gathered from online public resources and came to the conclusion that supply chain service-based business models can benefit from resource bundling and structuring by increasing trust, decreasing risk, and boosting customer satisfaction. The research's conjectures concerning cross-border e-commerce aid in the development of a service-based model for the supply chain (Wang Y., 2021).

This study looks at how manufacturers respond to the advent of private brands on e-commerce platforms, specifically looking at the impact on investment and the kind of sales channels they use. We start out by contrasting the manufacturer's direct sales model with the distributor's agency model, digging into the significance of the manufacturer's private label and how it affects the bottom line. We then examine how private label competition and the investment impact influence manufacturers' decisions about the best distribution channels for their products. In the eyes of the manufacturers whose wares are marketed on the marketplace, the introduction of a private brand poses a serious competitive threat. However, in the reselling mode, we discover that so long as the rivalry intensity is low, a manufacturer may benefit from the launch of a private-brand product due to the increased demand and wholesale price brought about by the platform's increased marketing expenditure. Under the agency model, the producer receives a higher proportional fee when a private label is launched. The subsequent investment effect may also operate as a buffer, protecting the business against unexpected events. Even if the manufacturer prefers the agency mode after the introduction of a private label, the manufacturer should stick with reselling due to the high investment and investment efficiency it provides. (Li D., 2021).

With the growth of the Internet economy as a background, business leaders and researchers have been pushing for more artificial intelligence in corporate management and a faster pace of technological innovation. Seven Chinese management fundamentals magazines were analysed for this report. CiteSpace, a knowledge-mapping tool, will use the archive of articles from these publications published between January 2000 and December 2019 to identify and visualise significant shifts in the evolution of business operations and management. This study's findings suggest that over the last two decades, Chinese businesses have shifted their focus from traditional management concerns to issues such as supply chain management, technology innovation, management science, online commerce, capital structure, and so on. Company leaders of the future will also prioritise new ideas and the growth of the digital marketplace. According to this research, Chinese businesses are severely hampered in their efforts to modernise and become globally competitive due to a lack of technology and managerial innovation. This is because R&D spending is being reduced while other kinds of capital (such as buildings) are being expanded. Because of this, the essay aids in the reform and growth of businesses and encourages the creative energy already present inside them. We may attribute this to (Wang Y. C. X., 2020). Internet stores can't thrive without reliable logistics support. Sharing logistics operations amongst e-commerce businesses has the potential to boost customer service, but it also introduces a new competitive worry. In this article, we analyse the supplier-reseller link in an online retail supply chain where the LSS creates a commercial challenge. The

producer sells to consumers via two distinct distribution channels: wholesale to retailers and retail to end users. The retailer may provide the manufacturer with access to its superior logistics service capabilities. There are two types of scenarios that we simulate: the baseline and the LSS. The retailer always takes the initiative in a Stackelberg game model of the competitiveness dilemma in this supply chain, while the manufacturer follows in a subordinate role. Decisions that maximise profit, consumer surplus, and societal welfare are outlined. The data shows that with LSS present, manufacturers would charge higher retail prices than they would without it, but retailers may charge more or less depending on the amount they have to pay for the shared logistics service. The integrated logistics service's price has a role in the companies' changing profit margins. If the two businesses can keep this cost within a reasonable range (which will become smaller as competition increases), LSS will be the optimal choice according to the Pareto principle. When the cost of logistics sharing services reaches a certain point, the public benefit from utilising them will outweigh the cost of not using them. (He P., 2020). In recent years, there has been a shift toward a more collaborative approach to corporate management. Supply chain management, e-commerce, and the field of online multi-sided platforms may all benefit greatly from collaborative operations. Typically, in a collaborative situation, one collaborator's subprocess is completed in isolation from the efforts of the other collaborators. This quality always casts a pall of doubt on procedures. Lack of trust may be detrimental to collaborative endeavours, therefore it's important to establish it early on. In order to pinpoint areas of uncertainty, the authors of this paper suggest a trust layer to be included in the modelling of collaborative business processes. Participants in a process are able to discuss the underlying uncertainty in a model thanks to the trust layer. Although the suggested approach has some potential for post-processing applications, its major value lies in the definition of novel collaborative processes that adhere to trust-aware design principles. According to (Muller, M., 2020).

Constructing green supply chains, which include production, recycling, and remanufacturing of environmentally friendly products, is becoming increasingly important in light of resource scarcity, environmental degradation, increased consumer environmental awareness and preference for green products, continually improving government environmental protection laws and regulations, and rising enterprise competition. Many obstacles remain until businesses can completely adopt green supply chain management. Some of these are related to insufficient research and development resources and expertise. For the sake of actively encouraging businesses to set up a green supply chain, the government is curious as to how to design successful financial assistance programmes. In response, our research builds a model of a sustainable closed-loop supply chain that meets the demands of consumers at many distribution hubs while maximising profits. The optimal approximation for this non-linear optimization job with mixed continuous/integer variables is found and evaluated using meta-heuristic tools such as the Genetic Algorithm (GA) and Particle Swarm Optimization (PSO). Firms may maximise production and reuse by adjusting the ratio of new to recycled resources, and governments may support these behaviours by establishing relevant subsidy regulations. Based on the results of a sensitivity study on the degree to which recycled goods are eco-friendly, the government may implement a second subsidy strategy for low-green commodities in order to provide even more assistance to businesses engaged in recycling and remanufacturing. The findings of this study give the theoretical foundations necessary for optimising profits in an e-commerce setting, carrying out effective government subsidy programmes, and organising productive manufacturing and operations. (Guo J., 2020). Blockchain technology is now a major talking point in the IT industry. To solve the age-old issue of supply-chain management, we propose a blockchain-based supply chain in this paper. When blockchain technology was originally presented, many industries and people worried that it would cause major disruptions in the supply chain. Blockchain technology is causing a revolution in the supply chain business. With blockchain, supply chains may be optimised since corruption, intermediaries, and extra costs are eliminated while transparency into the whereabouts of commodities is facilitated. This article examines the human and industrial processes in great detail. It's important for businesses and sectors to pay notice, since this approach or technique is likely to revolutionise the relevant field(s) in the not-too-distant future. This idea will impress upon readers the importance of a supply chain enabled by blockchain technology. IBM's blockchain for the supply chain is just one example of how major companies are investigating blockchain today. Thus, Blockchain is used for more than simply digital currencies like bitcoin; it also has many other applications, such as the supply

chain, on which much research has to be conducted. Thus, blockchain is being recognised by a wide range of industries and enterprises as a potentially transformative innovation (Khosla D., 2019).

Internet-based storefronts are becoming commonplace. The burgeoning online business networks are now accessible to almost everyone. Because of their worldwide manufacturing and delivery networks, the items offered at these stores may be found in any region of the world. Supply Chain Management is the practise of effectively locating and transporting goods to consumers all around the globe (SCM). This article aims to raise awareness of the significance of supply chain management (SCM) in online retailing by showcasing Amazon.com's pioneering use of this concept to establish itself at the head of the field. Archival materials, electronic databases, and scholarly journals were consulted for all of the data utilised in this study. This article aims to educate readers on the significance of supply chain management (SCM) in the context of e-commerce, so that businesses may better compete in the face of intense market pressure (S., 2019). We examined how QR and LT affect the inventory system and presented a new method of inventory management that uses both to improve the supply chain efficiency and hence the competitiveness of an online retailer. A system dynamics model of the inventory management system is used to compare and contrast QR, LT, and the suggested technique. As the numerical example shows, utilising QR at a higher price considerably improves the fulfilment rate, whereas using LT to keep a lower price just slightly improves the fulfilment rate. We hypothesised that if we took a fresh approach to inventory management, we could improve fulfilment rates and reduce expenses. There is evidence that the timing of LT may have a major impact on supply chain performance (Yu X., 2018).

Supply chain management and e-commerce business solutions is a well researched field. We provide a model for a supply chain that aggregates the requirements of several industries in one location and then distributes them to other facilities through a predetermined route taken by a fleet of vehicles. By constructing a proper tsp that takes into consideration all producers, the quickest route for providing aggregated content has been identified. To achieve this, we construct a simulated annealing method and an ant colony algorithm and evaluate how well they perform on a shortest route finding task (T.S., 2017).

Objectives:

1. To know the customer satisfaction in relationship with supply chain management.
2. To know the customer turnover.
3. Is supply chain management helps in customer retention.

Hypothesis:

1. H_0- There is a significant relationship between the preference of E-commerce and delivery time
H_1 - There is no significant relationship between the preference of E-commerce and delivery time
2. H_0- There is a significant relationship between the frequent use and years of using the platform
H_1 There is no significant relationship between the frequent use and years of using the platform
3. H_0There is a significant relationship between use of plat form and replacement policy.
H_1 There is no significant relationship between use of plat form and replacement policy.

RESEARCH METHODOLOGY:

Quantitative and qualitative methods were combined to see if there was a statistically significant relationship between the customer turnover, customer retention. Quantitative research involved data collected through questionnaire analyses in R analysis, while qualitative research focused on the previous study in the area.

Data analysis and Interpretation:

1. Purchasing and Delivery

Correlations

		Do you prefer online purchasing?	How would you rate the product delivery time in E-Commerce
Do you prefer online purchasing?	Pearson Correlation	1	-.277**
	Sig. (2-tailed)		.001
	N	136	136
How would you rate the product delivery time in E-Commerce	Pearson Correlation	-.277**	1
	Sig. (2-tailed)	.001	
	N	136	136

**. Correlation is significant at the 0.01 level (2-tailed).

Pearson product correlation of online purchasing and delivery time was found to be very low negative and statistically significant.(r= -.277, p< 0.001). Hence, H1 is not supported. This shows that an increase in the online purchasing will not leads in delivery time they will take.

2. Frequency and usage of E-commerce

Correlations

		How frequently do you use E-Commerce?	From how many years you are using e-Commerce
How frequently do you use E-Commerce?	Pearson Correlation	1	.142
	Sig. (2-tailed)		.099
	N	136	136
From how many years you are using e-Commerce	Pearson Correlation	.142	1
	Sig. (2-tailed)	.099	
	N	136	136

Pearson product correlation of frequently use of e-commerce plat form and number of years using was found to be very low positive and statistically significant. (r= .142, p< 0.099). Hence, H1 is supported. This shows that an increase in the frequency of using e-commerce plat form lead by the number of years they are using.

2. E-Commerce Platform and Replacement policy

Correlations

		Which of the following E-Commerce plat form you are using?	How would you rate replacement policy
Which of the following E-Commerce plat form you are using?	Pearson Correlation	1	.829**
	Sig. (2-tailed)		.000
	N	136	136
How would you rate replacement policy	Pearson Correlation	.829**	1
	Sig. (2-tailed)	.000	
	N	136	136

**. Correlation is significant at the 0.01 level (2-tailed).

Pearson product correlation of e-commerce plat form using and replacement policy was found to be high positive and statistically significant.(r= .829, p< 0.001). Hence, H1 is supported. This shows that an increase in the using of e-commerce plat form lead by the replacement policy adopted.

FINDING AND CONCLUSION:

Cloud computing has opened up several doors for supply chain companies. This article provides advice on investments that may help firms take advantage of cloud computing. E-tailing, or electronic retailing, another name for online business, has quickly risen to become a formidable rival to more conventional forms of selling. This study suggests that a hybrid supply chain including both online and brick-and-mortar outlets may be the most effective approach for the future. The author advocates using a Best Matching Protocol to choose which node in a network will carry out requests in a decentralised cooperative system (BMP). As a means of optimising the matching of agents with customers, the generated BMP examines a given supply network and identifies the fulfilling agent that best satisfies the customer's desired quality and cost criteria. The business practise of drop shipping is more advanced and contemporary. Traditional supply chains are gaining strength in the face of rising popularity of the internet, online shopping, and digital advertising. Most will benefit from the reduced obstacles to entry, but small and medium sized enterprises will see a considerable improvement.

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