SCOPE

The scope of E-Business is as wide as an ocean & there by the implementation hurdles. When one thinks of the Electronic Business even through final goal remains the same as that of the traditional business, but the way in which they function in order to improve the performance is different. As information sharing is the major part of the corporate industries, networking has given boost to E-Business. This change in view-point has opened door for new opportunities.

Nationalized and Private banks agrees that adopting e-business as a strategy is one of the important steps the banks has taken in its development due to the tremendous benefits e-business adoption provides. According to them their perceived benefits include convenience to customers, speed and quality of service, reduction of queues in banking halls and reduction in the total overhead cost such as reduction in employee recruitment and reduction in space for clients and customers. These factors that pushed their drive to adopt e-business.

The scope of the study includes,

a) The research provides powerful, real time E-Business reporting to help E-Business managers improve merchandising and increase sales.

b) The research is very much useful to get the lifetime value of your customers based upon their acquisition source, and increase your expenditures on sources that generate the best customers over lifetime.

c) It tracks the performance of all your online marketing initiatives, including pay-per-click keyword buys, doing transaction online, paying bills using net banking, banner ads, e-mails and affiliate programs and also how it is effective to implement.

d) It helps the E-Businesses to convert visitors into customers.

e) It helps to determine whether online competitors can significantly harm your business by providing some of the value you currently offer customers in the traditional way. It helps the managers to improve the business by enhancing their functionalities as compared with their competitors.
UTILITY

The study provides the overall idea to the managers about their business with respect to their past business i.e. traditional business. The managers of the banks knows how the improvements to be done to make a business more effective and efficient.

The effective implementation of the E-Business can help firms reduce costs, increase revenues, boost efficiencies, and expand market opportunities. I found evidence that these improvements have resulted in a reduced bullwhip effect (production volatility that more closely resembles sales volatility), lower inventory levels, reduced logistical costs, and streamlined procurement processes. Taken one step further, I show evidence that strongly suggests that these improvements are linked to macroeconomic benefits such as lower inflation, more stable economic output, higher productivity growth, and better standards of living.

The followings are the usefulness of the study,

a) The study provides the overall idea about the impact of e-business on the corporate performance in comparison with traditional business provided by banking sectors to the customers.
b) The study provides the overall idea about the effectiveness and efficiency of implementing the e-business solutions in the banking sector.
c) Depends on the analysis of the data given by the banks, the bank managers are aware of the present flaws in the e-business system. So the bank managers may take decisions to improve functionalities of their e-businesses.
d) The midsized banks like, co-operative banks, which are still in the process of implementing any type of e-business facility, will get the fair amount of idea by the analysis based on data collected from large sized banks, like nationalized banks and private banks.