

Social Implications of Electronic Commerce

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ABSTRACT Rapid growth of Information and Communication technologies (ICTs) (especially Internet and e-commerce) has affected most parts of human society and its dominance over the other technology is clearly visible. There are various things that can be done by the use of the web to make a difference, whether it is donating money to charities via click through, educating people, reducing poverty, generating employment opportunities helping the local community, improving access to healthcare, signing the online petition or accessing the information. Further, e-commerce is also helpful in reducing the gender gap and leads to empowerment and participation of women in economic activities. With the rapidly expanding reach of internet and e-commerce technologies into most aspects of everyday life, it is imperative to understand the its social impact and the behaviour leading to this impact. The present paper, mainly aims at to study the social implications of electronic commerce (popularly known as e-commerce). To study the social implications of e-commerce and other IT enabled technologies in a systematic manner, few areas have been selected, especially those which are of prime social interest. The paper explores the potential role of e-commerce in promoting sustainable and equitable development in the Third World Countries. Possibilities of using e-commerce technology in a way that will benefit the society at large and vulnerable groups in particular are analyzed within the wider framework of actual needs and existing facilities of these communities.