



E-COMMERCE (BANGLADESH PERSPECTIVE)

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ABSTRACT

E-Commerce is an aspect of the electronic business; which is a model that allows a firm or an individual to conduct trade or exchange of goods and services over the internet; sharing a virtual platform. Online transactions are increasing at an immense pace in the host country, i.e. Bangladesh; which made the authors enthusiastic to know the actual status of the term E-Commerce in the aggregate economy of the country. E-Commerce conducts business activities using different models that involve business, consumers, and governments and makes them interrelated in every business aspect. Again, E-Commerce plays a vital role in creating employment, developing socio-economic infrastructure, and boosting entrepreneurship. So the authors set the objective to assess the role of e-commerce in Bangladesh's economy. While the pandemic covid-19 also made the world at stake and made a terrific impact on every aspect of our day-to-day life. The enthusiastic authors also focused on finding out the impact of the pandemic in the respective sector i.e. e-commerce. After making various surveys and observations, the authors discovered a positive sketch of e-commerce in the aggregate economy of the country. Moreover, e-commerce has developed further in Bangladesh within this pandemic by helping in generating employment and livelihood for youths and fresh graduates. Assessing the overall perspective, the authors concluded by providing huge importance to e-commerce in the development of Bangladesh's economy and made a hypothesis about the role of e-commerce in the future of Bangladesh.

Keywords: E-Commerce, Survey and Observations, Pandemic, Economy, Bangladesh