Competition and Adoption of Strategic Human Resource Management for its Human Capital On “Click and Collect (B2B E-Commerce)” in Indian FMCG Sector: An Empirical Study

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ABSTRACT

This paper explores the impact of Business to Business (B2B) e-commerce in attaining the far-reaching productivity and operational efficiency in the manufacturing industries and discusses the effect of B2B e-commerce on the management of supply chain in Indian Fast Moving Consumer Goods (FMCG) sector. FMCG sector, which is characterised by powerful retailers, tier-I suppliers of industrial end-products and ingredient/raw material producers further upstream. Attempts have been made to examine B2B e-commerce, its benefits and elements for their feasibility in Indian FMCG industries. The same attention is placed to monitor the changing nature of the manufacturing industries over the last two decades and this study draws some important conclusions that may have an effect on a large section of Indian FMCG business. Based on a survey, conducted among a cross-section of FMCG manufacturing companies in India, this paper establishes the current adoption of B2B e-commerce and tries to project potential use in the respective manufacturing industries. This paper discovers the motivating factors for the adoption of B2B e-commerce appear to be rooted in tangible economic gains such as reductions in inventory and operating costs. Intangible benefits in the form of improved supplier-manufacturer-customer relations are also perceived as important elements of B2B e-commerce adoption in the Indian FMCG manufacturing industries.


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