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## Exploring the opportunities available to customers, marketers and third parties in online shopping in the dynamic age of technology

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### ABSTRACT

*For the past decade, online shopping has been the most sought-after topic for researchers and academics. Because it is one of the technological innovations in shopping, it provides many new opportunities to the business world and the customers and related third parties in this globalized technological age.*


*Online shopping allows businesses to serve their existing and potential customers 24 x 7 a day by eliminating geographic boundaries. With the help of online shopping, companies are directly connected with their customers, allowing businesses to get direct feedback from them and solve their problems quickly.*

*Online shopping helps customers find information about products and services, read product reviews, choose a convenient payment method, and get goods and services delivered at their doorstep.*

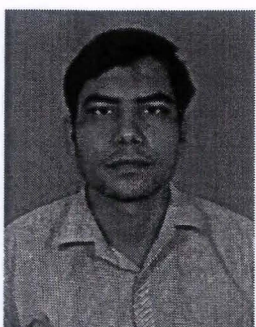
*Online marketers cannot run their business operations successfully without the support of third parties such as online market players, web designers, cookie developers, logistics service providers, IT service providers and open relay. Thus, with the emergence of online shopping, the third parties involved are getting wider opportunities to conduct their business by participating/helping in the business operation of online marketing. It also provides a convenient settlement facility for Business-to-Business (B2B) transactions and new employment opportunities.*

*This study throws light on the various opportunities online shopping offers for customers, marketers and third parties involved in this dynamic global technological age. The findings of this study will help online shopping stakeholders to become familiar with the wide range of opportunities available in online shopping. This study will allow marketers to identify new markets (i.e. virtual markets) for their products*

### About the Authors:



**Professor Debabrata Mitra** is a Professor of the Department of Commerce of University of North Bengal. He obtained his PhD from North Bengal University. His areas of research interests are industrial relations, organisational behaviour and human resource management. He has more than 26 years of postgraduate teaching and research experience. He has published seven books and 52 articles in the reputed national and international journals. He has been invited more than hundred times to deliver lectures as a resource person in different national and international seminars and conferences. He was awarded with the “Rashtriya Vidya Saraswati Puraskar” for his outstanding contribution in the field of commerce and management studies in the year of 2010. Till date he has successfully guided six research scholars leading to Ph. D degree in commerce. Five scholars are at present working under his direct supervision.



**Mr Narayan Prasad** is currently pursuing PhD in Commerce from University of North Bengal and MBA in Finance from Indira Gandhi National Open University (IGNOU). He obtained his M.Com degree (specialised in Accounting and Finance) from University of North Bengal. He had also qualified UGC NET JRF and WBSET

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