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## Global Commerce

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Received-08.07.2023, Revised-15.07.2023, Accepted-20.07.2023 E-mail: tanishkshekhhar@gmail.com

**Abstract:** All trade and business are connected to the global economy even at the most local level. Navigating the challenges and uncertainties of this global system to contribute to and lead productive and sustainable enterprises and organizations requires thinking beyond the usual options and envisioning new possibilities. Creating a sustainable organization requires far more than maximizing the bottom line. Denison's liberal arts approach prepares to lead the way.

*Global Commerce majors are who want to understand why human societies engage in trade the way that they do, and how we can learn to do it better. They gain critical thinking, communication, and language skills and learn workplace skills such as reading financial reports, working in teams, networking, and pitching ideas. By combining their liberal arts classes with co-curricular, study abroad, and internship experiences, Global Commerce majors are prepared to make decisions, take action, adapt to unexpected circumstances, build strong careers, and make productive contributions to society.*

**Key Words:** Intelligence, Parental behaviour, Adjustment level, Secondary School Students.

Commerce is business which is concerned with the exchange of goods and services from those who possess them to those who need them. Thus, it includes trade and all those activities which facilitate trade such as transport, storage, warehousing, insurance, banking, finance, etc. Commerce provides the necessary link between producers and consumers by bridging the time and the place gaps between them. Therefore, the chief function of- commerce is to facilitate the free and smooth exchange of goods and services between producers and consumers, which is vital for the proper functioning of the market. Even a small disruption in the exchange process causes great hardships to the business. The sources of disruption are various obstacles or hindrances encountered by businessmen in the market. In the succeeding paragraphs, we shall discuss these hindrances and the way they are overcome by commerce.

1. The producers and the consumers of a product are generally not situated in the same place or locality. Therefore, the exchange of goods between them cannot occur unless they are brought together or a business link is established between them. This is made possible by trade-wholesale and retail, internal and foreign, which is a part of 'commerce.

2. These hindrances relate to such questions { of exchange as time, place and mode of payment. Commerce makes the exchange of goods and services possible by removing these obstacles through the agency of banks and financial institutions. The facility of credit which is the backbone of today's business, is one of the important services provided by commerce.

3. In today's business world, the distance between the production and the consumption centres has widened too much. The various modes of transport such as road, rail, sea and air are used to overcome this distance problem and take the goods to the market. This, then, requires some other services like warehousing, insurance, packing and packaging. The role of commerce in overcoming hindrances of place is thus self-evident.

4. Today's production and consumption are separated, not only by distance, but also by time. Goods are produced in anticipation of demand. Therefore, they are required to be stored to be made available to the consumers as and "when demanded. This service provided by commerce is known as warehousing.

5. For the exchange of goods to take place between producers and consumers, the former must inform the latter regarding the availability of goods and their utility and distinctive features. Unless this hindrance of knowledge is removed, the producer will not be able to sell his goods. Advertising and sales promotion are two important functions of commerce that help remove the hindrances of knowledge on the part of consumers, thus ensuring the free and smooth flow of goods in the market. Commercial activities are divided in two types :

### (I) Trade

### (II) Auxiliaries to Trade

#### (I) TRADE

Trade consists of sale and purchase. It may be defined as the sale, transfer or exchange of goods and services. It is an important organ of commerce. It should be noted that auxiliary functions like transportation, warehousing, packing and packaging, insurance, finance, banking, etc., revolve around trade which is the nucleus of commerce. Types of Trade. Trade



may be classified as under :

1. Internal trade, also called home trade, consists of buying and selling of goods and services within the boundaries of a country. The payments in internal trade are made in national currency directly or through the country's banking system. Internal trade may be further classified into the following two categories :

(i) Wholesale trade. It is trade in bulk. The wholesaler buys goods in comparatively larger quantities from the producers or manufacturers and sells in smaller quantities to retailers, who in turn sell directly to consumers. In the case of some products, there may be more than one point of wholesale trade before the product reaches the retailer. The wholesaler provides a useful link between the producers (or manufacturers) and the retailers.

(ii) Retail trade. This involves the sale of goods to consumers in small quantities. The retailer serves as a link between the wholesaler and the consumer.

2. International trade, also called foreign trade, refers to the sale and purchase of goods by traders in foreign countries. In international trade, payments are required to be made in foreign currency, i.e., foreign exchange. International trade is conducted mostly on a wholesale basis, and the trading parties are both the government of the country as well as private business organisations. International trade may be classified into three groups :

(i) Import trade. It consists of the purchase of foreign goods for home consumption.

(ii) Export trade. It consists of the supply of domestic goods to foreign buyers.

(iii) Entrepot or re-export trade. It involves importing foreign goods. for re-exporting them to foreign consumers.

**(II) AUXILIARY FUNCTIONS-** Auxiliary functions constitute the second branch of commerce. They provide various services which are required for the functioning of trade. The important auxiliary functions are transportation, communication, banking and finance, warehousing, insurance, advertising and packaging. Let us briefly discuss these auxiliary functions : \

1. Transportation transports goods from producers to traders and then to consumers. It connects people from all over the world. In exchange, it allows for greater speed and efficiency. The wheels of commerce are provided by transportation. A producer can sell his goods in different parts of the world because of transportation. It generates 'places utility'.

2. Communication, like transportation, is an important service. Communication facilitates the exchange of information among producers, consumers, and traders. Communication services such as postal service, telephone service, fax, internet, e-mail, and so on greatly facilitate trade.

3. Banks and financial institutions offer credit, loans, and other forms of financing to help businesses run smoothly. Banks assist business owners in overcoming funding issues. Along with the provision of funds, commercial banks offer a variety of other services, such as the collection and deposit of cheques, the issuance of bank drafts, the discounting of bills of exchange, and so on. Banks also offer the option of an overdraft, a cash credit limit, and the arrangement and payment of foreign currency in the case of foreign or external trade.

4. It refers to the storage of goods until they are eventually consumed. Goods must be stored at each stage of the exchange process. Warehousing serves a useful purpose by matching supply and demand. It contributes to the availability of seasonally produced goods throughout the year. Warehousing produces 'time utility'.

5. Any business activity involves a number of risks. Insurance companies can assist in covering these costs. Insurance companies agree to make good the loss in exchange for a small amount of premium paid in advance.

6. In order to gain customers, the producer must inform them about the utility and features of his product. This is possible with the help of advertising. Advertisement raises consumer awareness of new products and their applications. Advertisement promotes the sale of goods directly. It is an excellent promotional technique that increases customer knowledge. It enables traders to sell their wares and consumers to obtain goods of their choice.

7. Packaging eliminates the risk of spoilage, among other things. From the standpoint of dispatching goods to the market, a strong and foolproof system of packaging goods is critical.

In the 21st century, all trade and business are connected to the global economy even at the most local level. Navigating the challenges and uncertainties of this global system to contribute to and lead productive and sustainable enterprises and organizations requires thinking beyond the usual options and envisioning new possibilities. Creating a sustainable organization requires far more than maximizing the bottom line. Denison's liberal arts approach prepares students to lead the way.

Global Commerce majors are students who want to understand why human societies engage in trade the way that they do, and how we can learn to do it better. They gain critical thinking, communication, and language skills and learn





workplace skills such as reading financial reports, working in teams, networking, and pitching ideas. By combining their liberal arts classes with co-curricular, study abroad, and internship experiences, Global Commerce majors are prepared to make decisions, take action, adapt to unexpected circumstances, build strong careers, and make productive contributions to society.

**WHY GLOBAL COMMERCE IS REQUIRING-** In the 21st century, all commerce-the exchange of goods, services, information, and money-is inherently global, connected to international supply chains and financial institutions, population shifts, global weather patterns, and a wide variety of other global factors.

To prepare for success in this globalized world, Denison's Global Commerce majors develop familiarity not only with organizational cultures, business strategy, and structures, but also with the foreign language skills, historical understanding, and cultural awareness needed to truly understand how commerce works in a globalized world.

Students develop cultural agility, including foreign language skills beyond the intermediate level, both at Denison and when they travel to places like Paris, Hong Kong, and Santiago. They pursue internships with international companies in locations both abroad and in the U.S., including in nearby Columbus. They interact with expert practitioners in a range of professions -from global companies to entrepreneurial start-ups to non-profit organizations - who have deep knowledge and experience to share.

International e-commerce is an undeniable growth opportunity. According to a recent study conducted by Flow Commerce, 76% of online apparel shoppers across 8 top global markets have made a cross-border purchase in the prior six months. Statista estimates the global eCommerce market will pass \$6 trillion by 2024, with revenues in China expected to have the largest growth rate at a CAGR of 11.6% up through 2024. Similarly, Statista expects that U.S. market revenues will exceed \$490.9 billion by 2024, while revenues in Europe will reach \$516.2 billion in the same time frame.

Between 2021-2027, the global cross-border e-commerce market is projected to grow at an annual CAGR of 27% and reach \$4,8 billion by 2026. That is despite the moderate decay in global retail spending.

In the EU, B2C cross-border commerce already accounts for 23.5% of all sales and is on track to grow by 85 percentage points by 2022.

Estimated E-commerce Sales as a Percent of Total Retail Sales.

In India, for example, e-commerce finds tremendous potential: Customers spent \$38.5 billion in 2017, with \$64 billion projected for 2020 and \$200 billion forecast for 2026. Less than 65 percent of the population is online, meaning this market is far from peaking: Internet penetration is slated to double by 2021. As a result, the India Brand Equity Foundation projects India's e-commerce industry will surpass that of the United States by 2034, becoming the second largest in the world after China. In 2017, Chinese shoppers spent more than \$1 trillion online - an e-commerce first.

Online retailers are now facing their greatest chance in industry history to expand internationally, especially as the growth of these individual markets directly correlates with profitable opportunities in cross border e-commerce itself. While Stat Trade Times calls cross border e-commerce "the new growth buzzword ticking the world," there's more to this trend than talk: It's slated to expand at twice the rate of domestic through 2020. Forty percent of non-U.S. shoppers have made online purchases from a foreign site, with cross border purchases averaging higher than domestic. Global e-retailers are currently growing 1.3 times more quickly than single-country sites.

**What Is International E-Commerce?-** International e-commerce is the business of selling a product through an e-commerce website to buyers in foreign countries. As the proliferation of digital tools increases internet availability worldwide, any company can sell online, making international e-commerce easier than ever before for both pure play companies and brick and mortars. For traditional retailers, e-commerce can also serve as a testing ground to determine whether new, foreign markets will be successful before opening a physical location there.

While it's tempting for e-commerce professionals to assume expansion into a country with a similar culture will require less work, the word "international" is key. No matter how much countries have in common, each one is unique. Canada is not the United States, Belgium is not France. Every global market deserves its own methodical planning and consideration.

**Four Areas to Investigate Before International Expansion-** In addition to financial investment, building an international e-commerce presence takes effort. That's why marketers, logistics professionals, and others must ensure the timing is right. How do you know the business is ready?

**1. Start With Operations-** International expansion doesn't necessarily need a brand new pool of resources, but it does take commitment from the ones you already have - namely, people and finances. Regarding human resources, executing



marketing and operations on a global level requires a unique skillset. Employees should either have international experience already or be willing to learn something new. If they aren't, consider hiring new staff or shifting certain individuals into domestic-only roles. From a financial standpoint, it is recommended that business with global aspirations carve out an international marketing budget separate from their domestic marketing budget - depending on overall growth strategy and market conditions, of course.

**2. Weigh Product Demand With International Supply-** Google Insights and similar SEO measurement tools can track how often consumers search for certain items, as well as measure existing foreign traffic to your site. High conversion rates and/or average order values from a particular region are strong indicators as well. Additionally, examine international e-commerce figures that measure which products consumers in the target country are accustomed to buying online: For example, 47 percent of India's online spend goes toward electronics, the country's most popular e-commerce category. But in China, clothes and paper towels are hot ticket items, selling better online than in-store: Digital Commerce 360 reports these and other "tangible items" make up 28 percent of the country's e-commerce sales.

**3. Look For a Competitive Vacuum-** In developing countries, new markets show sharp increases in the number of consumers using mobile to go online. Before, traditional retailers made the mistake of ignoring these markets in lieu of focusing exclusively on growth in markets with established, physical operations. Even in their own countries, they failed to see e-commerce's potential, making it harder to later gain market share. In Belgium, for example, German, French, and Dutch companies actually have larger market shares than Belgian retailers for this very reason: Domestic businesses were too concentrated on brick and mortar while foreign competitors seized the online opportunity. International e-commerce allows smaller, more agile companies to enter emerging markets and establish themselves early as market leaders.

**4. Determine the Scope of Expansion-** International growth is typically much easier for e-commerce operations than for brick and mortar. Will the company need to open physical locations? Or does international growth simply mean adapting web design, payment, and shipping for global shoppers? As with any other initiative, the better the company defines its needs, the more likely it will succeed. It's important to decide early on what global expansion looks like for your business.

**Research-** While some contend that having a website makes the company international by default, successful cross border e-commerce takes more thorough planning. Going global is far more complex than converting the company books from the dollar to the pound sterling. Just like the United States, many foreign countries have culturally-unique regions with specific product and marketing preferences. Retailers should consider customizing sales, marketing, and customer service efforts for these individual markets as needed. In countries like Canada, Belgium, or Luxembourg, where multiple languages are spoken, this is much more important.

In addition to cultural and linguistic differences, retailers need to prepare for national or regional payment options, differences in local legal regulations, the necessary taxes and duties, and global economic shifts. This data is crucial in determining which country offers the best growth opportunity for you. Canada, Mexico, and Europe have long been traditional early markets for U.S.-based retailers, but as the European Union faces economic slowdowns, e-commerce's most rapidly growing opportunities are actually in India and China.

Before entering any new country, management should determine the current market opportunity, project realistic market saturation, consider local pricing and payment methods, evaluate area shipping options, and anticipate all landed costs. Any early, international e-commerce strategy should start here, then move toward areas uniquely affecting the business.

### **6 Things to Consider When Launching Cross-border-**

**1. Localization-** Localization and translation are often used interchangeably despite being quite different. Translation converts one written language into another, while localization adapts everything else for the local audience: logos, website images, colors, and any other non-linguistic elements affecting sales. In the context of e-commerce, this includes ensuring that local payment and shipping options are available, that items are culturally appropriate for the target market, and that times, dates, and prices are correctly displayed in local formats (for example, 14:40 instead of 2:40 pm). Time zones are also significant, as the difference can actually result in the company and the customer having two different purchase dates.

Additionally, address forms should be internationally optimized. While zip codes are required in the United States, they don't exist in many other countries. When they do, the format is different: Postal codes in China are six digits long, for example. In Canada, Ireland, and the United Kingdom, they are alphanumeric. For international customers to complete checkout, this field must be open and non-required, or adapted completely for different markets.

Localization works best when paired with translation. On its site, the U.S. Department of Commerce International





Trade Association shares that customers stay on a translated site twice as long and that translating purchasing instructions lowers customer service costs. Translation, Commerce continues, "enables the company to be multilingual and to be sensitive to cultural conventions without the need for extensive redesign. Localization or internationalization must be part of the online exporter's corporate strategy for website and business development." A fully-optimized site will utilize IP sniffing or other geolocate features to identify which country the user is in, then automatically display the correct language for that locale. Avoid asking users to choose their language by clicking on flags as some consumers may find this offensive. Take Taiwan, for example, an independent country still claimed by China. People who live there speak Chinese, but may not like being forced to select the Chinese flag to identify their language.

Sales and promotions may also need to be adapted since shopping holidays are often country-specific. Green Monday, the first Monday in December, is a German version of Black Friday, for example. In Belgium, Sint-Maarten is a big shopping day on November 11th. In Mexico, November shopping season Buen Fin runs an entire weekend.

**2. Pricing-** Even in the United States, psychological pricing is essential. As Harvard Business Review reports, customer perception of price is just as important as price itself. In other countries, it's even more critical: 68 percent of global consumers say price is the number one reason they shop on cross border sites. The cultural triggers marketers use to subliminally connect with customers have to change from country to country. Like Americans, Norwegian and Australian consumers respond better to prices that end in a nine (for example, \$15.99). In China, Hong Kong, Japan, India, Brazil, and Argentina, items sell better when prices end in a zero (\$16.00).

Currency conversion can make pricing even more of a pain point. Fluctuations in exchange value could make the difference between a well-executed sales strategy and the inability to turn a profit. As a solution, most e-commerce marketers sell items at fixed prices to ensure that their customers are not charged a different amount later once the item ships. But leaving prices in USD could create missed opportunities and depress conversion rates. Fifteen percent of British retailers say shoppers abandon carts when prices aren't displayed in pound sterling.

\*Flow Global Research Report: Cross-Border E-Commerce Trends, Flow Commerce, 2020

**3. Landed Costs-** In e-commerce, landed costs are the charges retailers pay for a product to 'land' at the client's doorstep. This includes taxes, duties, currency exchange fees, customs, tariffs, insurance premiums, shipping and handling expense, and payment processing charges; however, it does not include the cost of manufacturing (or for resellers, acquiring) the actual product.

In foreign countries, landed costs can be unexpectedly higher. For example, the average ship rate for sending an American product to Canada is around 25 percent lower than domestic, but the total landed cost is approximately 125 percent higher. In other countries, duties can work in a retailer's favor: In Australia, a 1000 AUD duty threshold and low local supply make U.S. sites more affordable. Compare an item's effective cost to locally-purchased products in order to keep offerings price competitive.

**4. Payments-** Accepting credit cards is a given in e-commerce, with 72 percent of all online transactions via credit or debit. While PayPal is popular on mobile, where nearly a third of its payment volume occurs, only 12 percent of online transactions are paid that way.

In the United States, if a company doesn't accept credit cards, then it might as well not exist. Go global, and e-commerce is a whole different story. Sixty-one percent of American shoppers have two or more credit cards, compared to Mexico, where only 19 percent hold a Visa, the country's most popular card. In Southeast Asia, the situation's even more surprising: Payment gateway provider Ayden reports that only 15 percent of the population has a credit or a debit card - in part because less than a fourth of residents have a bank account. In Kenya, 94 percent of all transactions are made in cash. How will customers pay? Despite low banking penetration, electronic transfer accounts for half of e-commerce transactions in Malaysia. There's always cash-on-delivery (COD), which can be logistically difficult. Indonesia has developed its own version of COD, with customers printing their e-commerce cart, then taking the print-out to Alfamart, Alfamidi, or another convenience store, where they pay the store to finish the transaction. E-wallets like GCash and SmartMoney are popular in the Philippines, and some countries have a small, but growing number of consumers who pay with cryptocurrency.

This doesn't just pertain to developing world countries: 29 percent of British retailers say cart abandonment comes from not offering the right payment options. The true solution for your customers' needs will vary by location. Even if companies do limit payment to credit cards, the question remains which one. In Brazil - where local card ELO's popularity is quickly growing - 70 percent of credit card accounts are not authorized for international charges. This includes Visa and MasterCard,



as well as local providers like Boleto Bancário, which processes 15 percent of the country's online transactions. In France, Carte Bancaire is the leading card with more than 10 billion transactions a year, and Barclaycard is popular in the United Kingdom.

A/B testing is one way to determine the best payment methods for each market. Not only is it important to test these methods, but also test how many options you display at once, as the paradox of choice can lower checkout conversion.

**5. Logistics-** Shipping costs can often seem out of a retailer's control, as UPS, FedEx, and others establish rates the company is forced to pay. Only a set number of providers ship internationally, plus different countries have their own limitations: In France, for example, many streets are too narrow for delivery trucks. Recipients have to travel to distribution centers for pick-up, so many prefer La Poste - the French mail system - which offers home delivery. And in Canada, packages sent to rural provinces, such as the Northwest Territories, Yukon, and Nunavut, may require additional time and costs since shippers deliver less frequently to those areas. No matter which route you choose, a lack of flexibility in shipping options is often an e-retailer's greatest pain point.

Allowing customers to choose their preferred delivery method can address this concern, but it can also be a logistics nightmare for you. Many shipping providers offer e-commerce companies special deals for regular or bulk shipments, but companies can't benefit when every customer chooses a different option. Alternatively, choices generate growth: In a customer survey, shipping provider DHL found that companies offering 'premium' delivery alternatives and delivery times grow 60 percent more quickly than average - particularly those in fashion or technology. In some country, options may even be required to be competitive: Customers in India expect a one-day delivery guarantee, which existing market leaders Amazon India and Flipkart gladly provide.

Shipping costs are also a decision point: Does the company absorb the charges or pass them on to the shopper? In the United States, it's standard not to charge customers for shipping at cost, rather a flat rate commensurate with total purchase amount. If a cart surpasses a certain amount, shipping charges are often waived entirely.

Whichever way your company chooses to cover costs, make sure the decision doesn't turn away customers. In the United Kingdom, 73 percent of e-commerce shoppers abandon carts because delivery costs too much. In Germany, 43 percent of consumers say free shipping convinces them to buy. A/B testing can help companies experiment with different shipping and delivery options and use the results to iterate quickly.

**6. Customer Service-** When a customer is unhappy with their order, it's important to have a plan for handling returns, exchanges, and refunds. While Americans jokingly see returns as their constitutional right, consumers in some countries (like France, for example) assume all purchases are final. Then there are the markets in between: Canadians don't return as often as Americans, but still expect a 30-day window. When expanding internationally it's important to consider how your business will address each country's return policy.

Some retailers, like Anthropologie, vary policy by country, explaining how returns could affect customers' sales tax considerations on the company site. At Macy's, cross border purchases are final: The store does not allow exchanges for items shipped internationally.

Of course, there's more to customer service than returns. In Brazil, Mexico, and other countries, consumers buy using payment plans. In Brazil, interest-free installments are applied to 80 percent of high-ticket, e-commerce purchases, according to payment gateway provider Ayden. Increments vary from two to 12 months by retailer. Even businesses like Eventbrite allow customers to pay over time. In Mexico, installments can be broken into as many as 20 payments. In Germany, payment on account is popular: 58 percent of online shoppers do not pay immediately, preferring to receive an invoice after shipment.

In addition to traditional customer service elements like returns or shipping, there are market-specific expectations. In China, nearly 60 percent of consumers buy clothing online, but these buyers aren't driven by variety: They shop on sites that give them style advice. And in India, customers expect to e-commerce sites to have a chatbot to answer purchasing questions.

**Budgeting-** To be successful in global markets, you will need to carve out or create an entirely separate budget to support marketing efforts for product promotion. To build your first international budget, research performance data in the target country, estimate acquisition and marketing costs, and align these expenses with the company's larger sales goals. Some markets require larger budgets than others. Certain countries' marketing channels charge more, and pay-per-click rates, for example, vary by location.

"If you don't have much of a budget," the U.S. Department of Commerce says in its online guide, "you will need to compromise on what you want the site to do." Sometimes making the business case for a separate international budget can be





challenging, particularly when a business has little or no historical data or proven success in a given market. Consider getting out in front of the issue by crafting your marketing strategy before conversations for new market launch get too far along. That way you can align all the stakeholders early on and ensure a smoother process once marketing strategy planning gets underway.

**Continual Iteration-** Earlier in this guide, we discussed the importance of A/B testing, noting how small experiments can prevent brands from making big mistakes. A/B testing frequently across different target locales allows you to stay ahead of the game and continually optimize your site experience for each market. It's important to stay current not just on what does and does not work for your brand, but also on larger market preferences and pressures as well. Then use your learnings from these larger trends in your testing strategy to see how your global customers respond.

**Technology-** As you assess all the necessary components for a successful international e-commerce strategy, think about which operations can be managed by technology. The right software solution will calculate VAT, duties, and taxes; integrate with shipping carriers; round prices; display correct prices on product description pages; and allow you to create rules that show the full product catalog to some markets while restricting products for others.

As you evaluate different platforms, think about how this new tech needs to integrate with software you already use. The right technology vendor will have available connectors to major platforms and APIs with hundreds of open endpoints. For more information on the right questions to ask a cross border e-commerce solutions provider and technology vendor, check out our Request For Proposal here.

**Success Stories- How PAIGE Increased International Orders by 82%** When denim and apparel company PAIGE expanded internationally, the brand initially outsourced its international approach by leveraging an outside vendor, which controlled customer care and the entire e-commerce site. But without control of their digital channels and website, the brand found that scaling their global strategy was a long shot if not an impossibility. They reached a breaking point with these limitations and knew they needed to bring everything back in house and find a true partner to offer them flexibility to enable a successful cross-border presence and grow global revenue.

Head of E-commerce Kristina Barclay, knew something must be done, identified the problem, realizing that PAIGE was missing a significant revenue opportunity. The company decided to leverage a technology solution, and searched for a tool that could help PAIGE address the myriad issues they were experiencing, from enabling shorter and accurate delivery times to exceptional customer care, as well as other operational challenges. Furthermore, the current operational set up was hindering rapid response to demand in new markets where traffic was surging, such as Germany, the U.K., France, Canada and Australia. With Flow, PAIGE could finally achieve their goals. The brand could finally create the localized and customizable experiences they needed for every market, including localization of the checkout flow, display of duties and taxes, and multiple shipping options. With direct shipping to the end customer enabled through Flow, PAIGE lowered overall cost and improved delivery times. Additionally, the team was impressed by the direct access to the Flow tech team that provided the support and expertise for a seamless integration. In the end, PAIGE can now sell into over 70 countries, and have seen an increase in year-over-year international orders and a 96% increase in sales from global customers.

The major combines a set of core commerce-related courses with an individually-designed path combining language study and a deep dive into the culture, history and politics of a selected region or into transregional connections. Our robust co-curricular programming exposes them to professional skills, training, and networking opportunities crucial to initial employment success. Based on our uniquely integrated academic and co-curricular program, Global Commerce majors are prepared to engage in global organizations and businesses effectively and productively. They can build bridges, communicate with cultural agility, think critically about current systems, incorporate multiple points of view and stakeholder concerns, and develop sustainable strategies and solutions at all levels.

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