

Empowering Women through E-Commerce and Digital Retailing

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Abstract: *Economic progress is significantly impacted by the entrepreneurship of women. Women are gaining economic and social power these days by starting their own businesses. In recent times, there has been a notable upsurge in women-led e-commerce enterprises and their entrepreneurship, contributing significantly to the growth of both national and global economies. Information technology has made the world much smaller, faster, and easier for people to access it through the internet. The internet has completely changed the businesses operation through Online sales and digital marketing. Moreover, the pandemic has proven the value of digital technologies. In recent years, with the use of technology women entrepreneurs can easily enter new markets and have a wider range of customers. Web based businesses / E-commerce has given huge opportunities to the business sector. This study is qualitative in nature. The conclusions will inspire more women entrepreneurs to continue thriving in the ever-expanding e-commerce landscape. This present study explains the role of women entrepreneurs as a driving force in E-commerce in India.*

Keywords: Women Entrepreneurship, E-commerce, Technology in Business, Economic Empowerment, Digital Retailing

