

Spin Games (E-Business Development Theory)

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Abstract: The online business is a emerging trend of the world and its have a lot of competiton and by the lack of knowledge the small as well as large companies are unable to survive in this digital and cut and throat competition. This is a first theory that evolved for the online business development. If any business man can use the SPIN GAME THEORY then they can develop their business. The unique thing in this theory is to non other online business development theory evolved yet. This theory involve all major factor that could be focused while developing the online business. It start from basic and cover up all the major thing such as how to deal with *government rules and regulations* to develop the business. This theory is developed by the research the top e-commerce successful campenies and the observation as well as personal experience as a customer and by the academics knowledge.this theory is hrlp full to develop the business in the changing scenario of the business world.

Basic assumption

There are certain basic assumption that can be followed while implementing the SPIN GAME theory

- The business must not be in the insolvent position.
- Business have the proper asset to implement this theory.
- Business have the proper knowledge of the business environment.
- This theory need the professional to implement this theory.

In the upcoming years, e-commerce is expected to boom in the Asian region and by this the copetiton is also increase in the world. So there is a high need of the online business development theory.The number of digital buyers in Asia Pacific is projected to pass the one billion mark for the first time in 2018, which will account for 60 percent of all internet users in the region. In line with the regional growth, India, a fast-growing emerging Asian market, shows optimistic projections for the e-commerce industry. Current active e-commerce penetration in India stands only 28 percent, with lots of room for improvement - India's retail e-commerce CAGR is projected to reach 23 percent from 2016 to 2021. The Indian e-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Much growth of the industry has been triggered by increasing internet and smartphone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 445.96 million in2017. India's internet economy is expected to double from US\$125 billion as of April 2017 to US\$ 250 billion by 2020, majorly backed by ecommerce. India's E-commerce revenue is expected to jump from US\$ 39 billion in 2017 to US\$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world.

Keywords: Data base internationalization and Industry Associations

1. Introduction

Online business is the backbone of the country and all type of Industry. The competition is also so high in the all industries. The online business is cover up the whole world and developed as well as developing countries very fastly viz INDIA. The beginning of the new millennium developments in the use and spread of different applications of the Internet in international business were seen by many as heralding a new era of business in which distance barriers would be removed Even the term 'international' online business was seen as taking on a new meaning in a 'borderless market space'. Clearly, reality has not matched the hype, and with the crash of many Internet/e-commerce related businesses, it is an appropriate point to ieassess where the Internet 'revolution' has taken international business so far and the implications for future development. There is no doubt that the Internet – constituting an easy-to-access, worldwide network - has already had a significant effect on the conduct of international business and that this impact, despite the recent downturn in Internet-related businesses, is likely to continue, changing many aspects of international business in the future, although not necessarily in ways, and at the speed, that might have been expected looking ahead from the middle of the boom. Even in the boom, it was becoming clear that international expansion through the Internet posed many problems that did not have simple 'virtual solutions':

A. For example

Distributor relations could be seriously impaired by moves to bypass distributors in favor of direct dealing via the Internet; and Internet-based international retailers were already facing difficulties in expanding operations without establishing an old-style presence in foreign markets In this article we overview major effects of the Internet on firms' internationalization not only those effects that are generally recognized, but also unresolved key issues. Taken together, the unresolved issues identified make up a research agenda for the study of international business development in the digital age of the 21st century. The electronic linking together of individuals, institutions, and companies in a worldwide web has created an unprecedented public data base that heralds the ultimate realization of the information society. In this perspective, the worldwide spread of Internet use is much more than an incremental advance of information and communication technology thereafter I&CT Hence by the SPIN GAME THEORY if business manias take attention on the factor

considered in the theory than they can develop their online business.

The spin game theory is as follows:

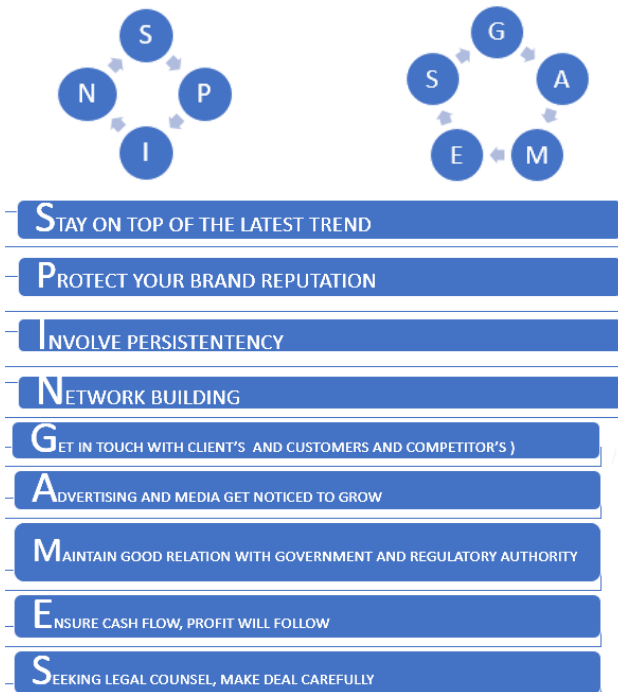


Fig. 1. The spin game theory

2. Stay on top of the latest trend

Owning a small business is an all-consuming task. Critical work such as customer service, managing staff, tracking the budget, marketing and sales require your constant attention, leaving you little time and energy to focus on the larger trends within your industry. However, staying on top of technological breakthroughs and innovations is important for business success. By doing so, you will be able to quickly adjust to market forces, save time and identify ways to streamline and strengthen your business processes. Keep publications where you spend the most time so you can quickly access them, both online and offline. If you subscribe to print editions, publications often provide free and full access to the digital version, which typically includes interactive content such as informative videos and helpful online tools.

- We have to take attention on that point to stay on the top trend of the market to develop the business whose as follows,
- Engage on social media:
- To attentive on the business stats
- Join Industry Associations

3. Protect your brand reputation

As any seasoned communications professional will tell you, even the most uncontroversial, seemingly 'safe' company can suddenly be plunged into a PR crisis overnight.

You can go from struggling to get your company's brand mentioned in the newspapers to fighting to keep it out of them within hours. No entity is immune to a crisis so it is important to be prepared, whatever the size of your business or organization.

Below are five key tips to follow to help you keep your head above water.

- Define crisis team in
- Take time to get your facts straight
- Be as open and transparent
- Reassure and offer a solution
- REMEMBER staff and stakeholders.

4. Involve persistency

The phrase 'when the going gets tough, the tough get going' is particularly appropriate in the business world. Persistence, and the willingness to overcome a wide range of obstacles, usually determines the fate of a company. Below are some of the main reasons why persistence is the most important characteristic every business professional should have.

The importance of persistence in business:

- Business is Stronger
- Opportunities
- Individual Work and Team Work
- Attract More People to Your Business
- New Ways to Do Things

5. Network building

Today, successful business development is contingent upon building trusted relationships and leveraging those relationships to meet new prospects. These relationships form the backbone of your business network. It is vital that you continuously grow and nurture these relationships, as a large percentage of your business growth will come from your business network Here are five ways to build and leverage your business network to grow your business.

- Referrals
- Use Testimonials and feedback
- Participate in Industry Meetings
- Blog
- Be Social

6. Get in touch with clients, customers, and competitor

Here are several ways through which you can target and reach your potential customers. However, one of the best and easiest ways to get customers instantly is to target your competitor's customers! If you are entering a profitable market, you are sure to have competitors already. In fact, if you are trying to penetrate a niche where you have no competition, it could be a recipe for disaster. Your competition has already done the hard work of convincing people that they need the product. They have created the market for you. Now you have an opportunity to beat them by creating a product or service

that's better than their offering. And when you create a better product at a better price point, your competitor's customers are sure to flock to you. Before the advent of digital marketing, it was not easy to reach your competitor's customers without a huge marketing budget. But digital marketing has given us a lot of growth hacks that can help us achieve the same goal with a very small budget. Here are 4 top methods that you can use to reach and convert your competitor's customers.

- Target Your Competitor's Brand in Google AdWords
- Facebook Interest Targeting
- Native Gmail Ads
- Twitter Ads

7. Advertising and media get noticed to grow

Social media in 2018: Time to grow up or get out. Sure, Facebook has always tinkered with its news feed algorithm, and organic reach for business pages has been shrinking for years. But no past change can equal the bombshell dropped by Mark Zuckerberg in January, when he announced that Facebook would radically throttle most brand content in the news feed like never before in favor of more content from "friends and family." Twitter cracks down on bulk posting Facing growing criticism for how easily spammers and bots used its platform to push political and hate group agendas, Twitter has announced that as of July 2018 users and third-party apps will no longer be allowed to post the same post to multiple accounts. Also banned will be creating auto-engagements at scale, such as mass-liking or retweeting posts.

A. Social sharing declines

According to a recent study by social media metrics company Buzzsumo, average social shares per post had declined by 50 percent in 2017 compared to 2015. Their data also demonstrates how quickly most hot topics become saturated with content, resulting in only a relatively few winners getting most of the social shares and links.

B. The rise of dark social

Dark social isn't dark in any nefarious way (for the most part). Rather, the "dark" here refers simply to "hidden." Dark social is all the online social sharing and activity that occurs outside of public social media posts. Examples would be email, private messaging, chat forums, and even good old-fashioned word of mouth.

C. Ad blindness and blocking

Another potential savior from organic social depression is paid social ads. You can always pay to get to your audience and have the added benefit of knowing you're reaching a targeted audience, which makes the reach all the more valuable. But two threats loom over even this happy paradise:

- *Ad blindness:* There is growing evidence that users are becoming more immune to ads and in many cases are not seeing them at all.
- *Ad blocking:* A few years ago, I predicted that ad

blockers would never become a major threat because users were too lazy to download and install the software.

- Next-generation social media marketing
- Assess whether social still makes sense for you
- Accept that paid is no longer optional for social media marketing
- Be superior or go home
- Figure out how to become more engaging but less clickbaity

8. Maintain good relation with government and regulatory authority

No matter what type of business you run, to operate legally, you must comply with federal, state, and local statutes and regulations administered by legislative bodies and carried out by regulatory agencies. Some regulations impact the ways in which businesses report income and pay taxes; others regulate how they dispose of their excess materials or waste. For just about any kind of industry and transaction within it, there's a government regulation on business to go alongside it.

The 5 Major Government Regulations on Business

A. Tax code

For most small business owners, government regulation questions usually begin with taxes. However, there is more to taxes than merely paying them—knowing which business taxes to pay, when to pay them, and how to set up your business to account for future tax payments can spare you a ton of headaches when it comes time to write the government a check. Despite the differences between each kind of business, there are a few general terms you should know:

- Income tax
- Estimated tax
- Employment tax
- Excise taxes

B. Employment and labor law

There are also many government regulations on businesses that employ workers and independent contractors, in the form of federal and state labor laws. Thankfully, if you're just starting out, you can take advantage of the Department of Labor's FirstStep Employment Law Advisor. This resource helps employers determine which major federal employment laws apply to their business or organization, the record keeping and reporting requirements required, and which on-site posters they need to hang in their office or work site. Here are the most common labor laws:

- Wages and hours
- Workplace safety and health
- Equal opportunity
- Employee benefit security
- Family and medical leave

C. Antitrust laws

Any time a company conspires with its competitors, third-party vendors, or other relevant parties, it may run afoul of antitrust laws. You can easily familiarize yourself with the SBA's handy list of issues that antitrust laws strive to address, such as the following:

- *Conspiring to fix market prices:* Discussing prices with competitors—even if it affects a small marketplace.
- *Price discrimination:* Securing favorable product prices from buyers when other companies can't.
- *Conspiring to boycott:* Conversations with other businesses regarding the potential boycott of another competitor or supplier.
- *Monopolization:* Preserving a monopoly position through the acquisition of competitors, the exclusion of competitors to the given market, or the control of market prices.

D. Advertising

A good advertising strategy can do wonders for your business. But before you dive in, you'll need to make sure that you're playing by the rules and government regulations. For example, you have to make sure the claims in your ads are not untruthful or purposely deceptive. Violating these rules can result in fines, which defeats the purpose of your advertising in the first place.

E. Privacy

Businesses with staff and employees wind up amassing a ton of sensitive personal information about their employees. As a result, there are a variety of rules and regulations about how employers must save and secure this data. If your business discloses an employee's private information, including Social Security number, address, name, health conditions, credit card, bank numbers, or personal history, not only do various laws exist to keep businesses from spreading this information, but employees can sue for disclosing sensitive information. Here it is shown how to style a subsection and sub sub-section also

9. Ensure cash flow, profit will follow

When it comes to the financial management of any business, it's often said that Cash Is King! Whether your business is growing or struggling, managing your cash flow effectively is absolutely essential, and for many, it's the key to business survival. You've probably heard the statistic that over 60% of businesses that fail are still profitable, but just ran out of cash. If you've used a lot of your working capital, you may come up against a cash crunch that prevents you from paying suppliers, buying materials and even paying salaries. The time delay between the time you have to pay your suppliers the time you receive money from your customers is the problem, and the solution is cash flow management.

- *Positive cash flow:* This occurs when the cash entering

into your business from sales, accounts receivable, etc. is more than the amount of the cash leaving your businesses through accounts payable, monthly expenses, employee salaries, etc.

- *Negative cash flow:* This occurs when your outflow of cash is greater than your incoming cash. This generally means trouble for a business, but there are steps you can take to fix the negative cash flow problem and get into positive zone. Cutting business expenses is one of the quick fix, we'll discuss more strategies in detail soon.

Find Out Your Breakeven Point

You should know when your business will become profitable, not because it will affect your cash flow — because it won't — but because it gives you an early goal to strive for and a ready-made target for projecting future cash flow.

How to Fix Cash Flow Problem in Your Business – 5 Tips

- Short-Term Financing
- Long-Term Financing
- Speed Up Recovery Of Receivables
- Liquidate Cash Tied Up With Assets.
- Delay Your Payables

10. Seeking legal counsel, make deal carefully

There are two professionals every business will need early on: an accountant and a lawyer. The reasons for hiring an accountant are pretty obvious—you need someone to help you set up your "chart of accounts," review your numbers periodically, and prepare all of your necessary federal, state and local tax returns. The reason for hiring a business attorney may not, however, be so apparent. A good business attorney will provide vital assistance in almost every aspect of your business, from basic zoning compliance and copyright and trademark advice to formal business incorporation and lawsuits and liability

A. Experts in commercial litigation and business law

Commercial lawyers know the ins and outs of business law and litigation. They are there not only to assist you if you think you might be in trouble, but also to protect you from making any mistakes in the first place. Advice from a legal expert is invaluable to your business, allowing you to make smart decisions about employment, investments, starting or buying a new business, and much more. You don't have the time or the expertise to take care of every legal issue yourself. Let the experts handle it and you can make sure you always make the most sensible choices.

B. Commercial lawyers focus on protecting you and your interests

When you hire a business lawyer, you know that they have your business and your interests in mind. It is their job to offer you independent advice so that you can make the best decisions about how to run your business and where to invest your money.

They also help you stay in line with the law, whether that means providing your employees with the rights they are entitled to or providing your clients with clear terms and conditions for the use of your services.

C. Commercial lawyers offer you different perspectives

If your business is trying to resolve a dispute or deal with a litigation case, it's essential to know all your options. Hiring a commercial lawyer helps to ensure you have all possibilities laid out in front of you and you understand it all in simple terms. They can explain different approaches, interpretations, and nuances in a dispute resolution or commercial litigation case. While you might have people in-house who can scratch the surface of these situations, a commercial lawyer makes sure you can understand every detail so that you can put your business in the best possible position.

D. They help you understand the law

Commercial lawyers don't just handle all your legal requirements for you. They also make sure that you understand both your rights and your obligations in the eyes of the law. They can help you understand your legal rights and unpack what is legal and appropriate action to take, not to mention breaking down what can often seem like a complicated area of law into something much simpler. Many of the decisions you make within your business will require you to consider the legality of various actions.

E. Determine if litigation is right for you

Trying to decide whether bringing about a litigation case is the right choice for your business can be tricky. If you don't have any legal knowledge or advice available to you, you might end up making a choice that's ruled by your emotions. When you use the services of a commercial lawyer, you can avoid making the wrong decision and potentially wasting time and money or even taking a hit to your business's reputation.

F. Prevent problems before they arise

Hiring a commercial lawyer helps you to avoid problems,

instead of waiting until they're created to do something about them. Rather than spending your time putting out fires, you can focus on getting things right the first time. With expert legal advice from a commercial lawyer, you can avoid making mistakes that get you into trouble.

11. Conclusion

As we have seen above if we want to grow our business we have to attainment on the some points that's called as SPIN GAMES THEORY. In this changing scenario every businessman want to present online of their business to get the attainment of the most of the customer. So this theory is also helpful for the small,medium as well as large business also. Activities that enhance the transfer of cross-cultural communication and relationship-building skills into workplace performance will have a significant impact in helping companies increase the return-on-investment for training and development efforts and in building their global capabilities. This study shows that effective cross-cultural communication skills can be enhanced by the addition of specific techniques to support individuals in their efforts to apply their learning to their work. Specifically, we found that a combination of skill practice, application support, and reinforcement of the learning can more than double skill usage and increase performance by 48%, in comparison to providing training alone.

Note: This theory build by author, personal experience and the data analysis of the e-commerce industry and by the observation of the many successful e-commerce corporations.

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