

Is E-Commerce Sustainable? Assessing the Risk and Return

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Abstract: With its global reach, e-commerce has managed to navigate the complex relationship between risk and return that characterizes business. The main objective of this study is to evaluate the viability of e-commerce by carefully examining the risks and rewards involved. Technology risk, information risk, and business risk are the three primary categories into which the research prioritizes E-Commerce risks using the Analytical Hierarchy Process (AHP). This study is notable for its systematic prioritization of these hazards in order to provide insight into the sustainability of e-commerce. With the help of a risk management framework to evaluate and rank hazards, the study provides a sustainability model for e-commerce by identifying important criteria. By focusing on risk prioritization in e-commerce, this study contributes to our understanding.

Keywords: E-Commerce, Sustainable, Risk, Assess, Prioritisation, Return

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