

(54) Title of the invention : THE IMPACT OF INNOVATIVE TECHNOLOGIES ON COMMERCE APPLICATION MANAGEMENT STRATEGIES

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|                                   |                                                                                 | <div>(71)Name of Applicant :<br/><b>1)Ms. BHAWANA KOTHARI</b><br/>Address of Applicant :RESEARCH SCHOLAR, DEPARTMENT OF COMMERCE, GRAPHIC ERA ( DEEMED TO BE) UNIVERSITY, DEHRADUN, UTTARAKHAND, INDIA.- 248002 Dehradun -----<br/><b>2)Dr. AMBICA PRAKASH MANI</b><br/><b>3)Dr. SUDHINDER SINGH CHOWHAN</b><br/><b>4)Dr. B. MEENAKSHI SUNDARAM</b><br/><b>5)Dr. INDIRA SHARMA</b><br/><b>6)Mrs. MONALISA PATTANAYAK</b><br/><b>7)Ms.UMA MAHESWARI</b><br/><b>8)Mr.S.MANIKANDA PRABHU</b><br/><b>9)Dr.S.NANGAIYARKARASI</b><br/><b>10)Dr.P.KRISHNAVENI</b><br/><b>11)Dr. I. ASHIQ MOHAMED</b><br/><b>12)Mr.R.KOUSHIK</b><br/>Name of Applicant : NA<br/>Address of Applicant : NA<br/>(72)Name of Inventor :<br/><b>1)Ms. BHAWANA KOTHARI</b><br/>Address of Applicant :RESEARCH SCHOLAR, DEPARTMENT OF COMMERCE, GRAPHIC ERA ( DEEMED TO BE) UNIVERSITY, DEHRADUN, UTTARAKHAND, INDIA.- 248002 Dehradun -----<br/><b>2)Dr. AMBICA PRAKASH MANI</b><br/>Address of Applicant :ASSOCIATE PROFESSOR, DEPARTMENT OF COMMERCE, GRAPHIC ERA (DEEMED TO BE) UNIVERSITY, DEHRADUN, UTTARAKHAND, INDIA.- 248002 Dehradun -----<br/><b>3)Dr. SUDHINDER SINGH CHOWHAN</b><br/>Address of Applicant :ASSOCIATE PROFESSOR, SCHOOL OF PHARMACEUTICAL MANAGEMENT, IIMR UNIVERSITY, JAIPUR, RAJASTHAN -302029, INDIA. Jaipur -----<br/><b>4)Dr. B. MEENAKSHI SUNDARAM</b><br/>Address of Applicant :ASSOCIATE PROFESSOR, DEPARTMENT OF MBA, MOHAMED SATHAK ENGINEERING COLLEGE, KILAKKARAI, 623806. TAMILNADU Kilakkarai -----<br/><b>5)Dr. INDIRA SHARMA</b><br/>Address of Applicant :ASSISTANT PROFESSOR, MANAGEMENT, DEPARTMENT OF MANAGEMENT, SYMBIOSIS UNIVERSITY OF APPLIED SCIENCES, INDORE, MADHYA PRADESH- 453331, INDIA Indore -----<br/><b>6)Mrs. MONALISA PATTANAYAK</b><br/>Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF MANAGEMENT STUDIES (DMS) , MAJHIGHARIANI INSTITUTE OF TECHNOLOGY AND SCIENCE (MITS), RAYAGADA, RAYAGADA,ODISHA, INDIA- 765017 Rayagada -----<br/><b>7)Ms.UMA MAHESWARI</b><br/>Address of Applicant :ASSISTANT PROFESSOR(SG), DEPARTMENT OF MANAGEMENT STUDIES, NEHRU COLLEGE OF MANAGEMENT, COIMBATORE, TAMIL NADU- 641105, INDIA Coimbatore ----<br/><b>8)Mr.S.MANIKANDA PRABHU</b><br/>Address of Applicant :ASSISTANT PROFESSOR, MATHEMATICS, ST.JOSEPH’S COLLEGE OF ENGINEERING, CHENNAI, TAMILNADU- 603210, INDIA Chennai -----<br/><b>9)Dr.S.NANGAIYARKARASI</b><br/>Address of Applicant :ASSISTANT PROFESSOR, EDUCATION, VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES (VISTAS), CHENNAI, TAMILNADU - 600 117, INDIA Chennai -----<br/><b>10)Dr.P.KRISHNAVENI</b><br/>Address of Applicant :PROFESSOR, MBA, SNS COLLEGE OF TECHNOLOGY, COIMBATORE, TAMILNADU-641035, INDIA Coimbatore -----<br/><b>11)Dr. I. ASHIQ MOHAMED</b><br/>Address of Applicant :ASSISTANT PROFESSOR, PG &amp; RESEARCH DEPARTMENT OF COMMERCE, JAMAL MOHAMED COLLEGE (AUTONOMOUS), (AFFILIATED TO BHARATHIDASAN UNIVERSITY), TIRUCHIRAPPALLI, TAMIL NADU- 620 020, INDIA Tiruchirappalli -----<br/><b>12)Mr.R.KOUSHIK</b><br/>Address of Applicant :ASSISTANT PROFESSOR(SG), DEPARTMENT OF MANAGEMENT STUDIES, NEHRU COLLEGE OF MANAGEMENT, COIMBATORE, TAMIL NADU-641105, INDIA Coimbatore ----<br/>-----</div> |  |
| (51) International classification | :G06Q0030060100, H04L0041160000, G06Q0030020300, G06F0008200000, H04W0088060000 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
| (86) International Application No | :NA                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
| Filing Date                       | :NA                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
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| Application Number                | :NA                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
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| (62) Divisional to Application    | :NA                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
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(57) Abstract :  
ABSTRACT The Impact of Innovative Technologies on Commerce Application Management Strategies Innovative technologies have had a significant impact on commerce application management strategies. With the increasing use of technology in every aspect of commerce, businesses are constantly adapting to new and innovative ways to manage their applications. These technologies have not only streamlined the processes but have also improved the overall efficiency of commerce applications. One such technology is cloud computing, which allows businesses to access and manage their applications through the internet, reducing the need for physical infrastructure and increasing flexibility. Another important technology is the use of artificial intelligence and machine learning in commerce application management. These technologies help businesses analyze large amounts of data to make informed decisions and automate repetitive tasks, resulting in increased efficiency and cost savings. Moreover, the use of mobile applications has transformed commerce, allowing businesses to reach a wider audience and provide a seamless shopping experience. This has led to the development of innovative management strategies for mobile applications, such as real-time monitoring and personalized user experiences. Overall, the impact of innovative technologies on commerce application management strategies has been significant, leading to improved efficiency, cost savings, and enhanced customer experiences. Businesses must continue to adapt and incorporate these technologies to stay competitive in the constantly evolving commerce landscape.