



**PROCEEDINGS OF
4TH INTERNATIONAL STUDENTS' CONFERENCE
ON
INNOVATION, ENTREPRENEURSHIP &
MARKET SPACE (ISC-IEM), 2026**

Editors:

**Prof. (Dr.) Dibyendu Chattaraj
Prof. (Dr.) Saikat Chakrabarti
Prof. (Dr.) Shweta Kishore
Prof. (Dr.) Soumik Gangopadhyay**



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**INTERNATIONAL STUDENTS' CONFERENCE
ON
INNOVATION, ENTREPRENEURSHIP & MARKET SPACE
(ISC-IEM 2026)**

13TH – 15TH March, 2026

About the Conference (ISC-IEM 2026)

The **International Students' Conference on Innovation, Entrepreneurship & Market Space** serves as a dynamic nexus where aspiring young student researchers and academic leaders come together to redefine the future of business. The forum is designed to bridge the gap between theoretical research and real-world application, offering a platform for students to present ground breaking ideas in technology, social enterprise, and sustainable market strategies. By fostering a culture of "thinking outside the box," the conference facilitates networking and mentorship, empowering participants to navigate the complexities of modern global markets. It is not just an academic gathering; it is a catalyst for turning high-potential concepts into scalable ventures that address the economic and social challenges of the 21st century.

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The Evolution of Quick Commerce: Exploring Its Role in Transforming Indian E-Commerce

Joysri Datta¹, Sayan Das², Avijit Singh³, Bichitra Roy⁴, Aindrila Paul⁵

Q-Commerce (Quick Commerce) is a faster form of e-commerce that is basically focuses on delivering products to customers within a very short time, often within minutes also. Now a days in India, there is a huge growth of smartphones, internet usage and digital payment method that increased the demand for quick delivery and convenient services. After Covid-19 i.e. Corona virus, people are more use online shopping for both essential and non-essential goods, which help to the growth of Q-Commerce in future. This study mainly aim in the growth of Q-commerce and also to develop the e-commerce business in India. It examines that how the fast delivery, convenience, and better service quality influence customer satisfaction. This research also explains the importance of technology, dark stores, inventory management, and also efficient delivery systems in supporting to Q-commerce operations. Companies like Blinkit, Zepto, Swiggy, Instamart, and BigBasket are using these types of Technology-driven Logistics or the Q-commerce Technology. The Popularity behind the Q-commerce is its Quick service and Convenience service. In India Q-commerce is very important part of e-commerce. However, Challenges like competition, high operational cost, and also logistics management still need a proper attention for sustainable growth.

Keywords: Internet use, digital payment, Q-commerce, e-commerce, Quick service, Convenience, Dark store, technology.

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