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BRIEF

Digital Transformation and Employment Dynamics in E-Commerce

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INTRODUCTION



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E-commerce is a developing sector that has generated new dimensions in economic growth and holds the potential to add a higher value to businesses and consumers around the world. In light of these factors, e-commerce could be said to represent one of the most important global business developments since the Industrial Revolution. The internet is a dynamic tool for communication and a source of information that has quickly and dramatically transformed the way we interact and connect with one another, rapidly spreading to represent a globally unifying solution. The ongoing digital revolution has further facilitated the current global reach of the internet, setting precedence for the e-commerce industry¹.

Digital transformation is the profound modification of business and organizational activities, processes,

[1] The Nielsen Company. (2018). *Connected commerce*.

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