

Dersin Adı: E-Commerce

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Ders İçeriği

Topics will cover the the triggering factors which led to the rapid growth of e-commerce, and innovative payment methods that do not exist in Turkey. Also, the webinar will cover innovative revenue models with interesting cases, such has Trunk Club, Bircbox, Dollar Shave Club and etc.

Öğrenme Çıktıları

Digital Transformation and Innovative Revenue Models in E-Commerce

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