

A Study on Trends and Innovations due to Digitalization

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Abstract: *Digital retailing and the idea of "digitalization" are among the biggest shifts in modern civilization. The retail sector is notably impacted by the continuous changes brought on by digitization, which both affects and is affected by the development. The introduction of the Internet has led to the emergence of new business possibilities, new firms, and new business models (e.g., Sorescu et al., 1996; Mols, 2000). 2011) and trading methods (such as Gloor, 2000). Up until now, the main way that digitalization and the Internet have been considered in relation to retailing has been as a growth in e-commerce. In any event, the Web is becoming a more and more integrated platform for all forms of retailing*

Keywords: Change, Retailing, System, Digitalization, Retailer-purchaser interface

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