

A Study on Digital Approaches in the Web Based E-Commerce Industry

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Abstract: *With the advancement of web based business, different scale, ventures and undertakings can further develop efficiency and benefit in new ways. At the same time, digital transformation and digital services are becoming increasingly popular as e-commerce develops. Nonetheless, scientists give little consideration to the connection between the two, and there is as yet a hole in the bibliometric examination and exploration on this point as of now. Given this context, it is crucial to investigate the connection between digital transformation and electronic commerce. For a comprehensive data and visual analysis, 253 articles from the Web of Science database were compared to those for "Electronic Commerce," "Innovation Mechanism," "Digital Transformation," "Digital Trade," "Digital Capital," and "Digital Services" in this paper. The author uses big data analysis software and key words, major research institutions, countries, and publications as four visualized illustrations to show the relationship between e-commerce and digital transformation more clearly. With the goal of filling a research void, reshaping the conventional business development model, and encouraging the mutual application of e-commerce and digital transformation in the future, this book provides the research groundwork and ideas for the growth of electronic commerce and digital transformation in our country and around the world.*

Keywords: E-commerce; Development Component; Changes in the digital age; Computerized Exchange; Capital Digital

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