

The Impact of E-commerce on Traditional Retail Business Models

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Abstract: *The rise of e-commerce has had a profound impact on traditional retail business models. This transformation has been driven by technological advancements, changing consumer preferences, and a shift in the way people shop. Traditional retailers have faced both challenges and opportunities as a result. This abstract provides an overview of the key aspects of this impact, including the disruption of brick-and-mortar stores, the need for Omni channel strategies, and the importance of adaptability in an evolving retail landscape. It also emphasizes the importance of understanding and embracing digital tools and online platforms to remain competitive in the ever-evolving retail industry.*

Keywords: E-commerce, traditional, retail, online, shopping, competition adaptation