

Innovation Development of E-commerce in Digital Economy

ECTS : 6

Description du contenu de l'enseignement :

- The background of digital economy: digital economy, network economy, platform economy, sharing economy.
- Main models of e-commerce: B2B, B2C, C2C, O2O, G2G, O2On.
- Case study of e-commerce innovation and technology: mobile payment (Alipay, WeChat), intelligent logistics (China post, SF Express), artificial intelligence (Google, Tencent).
- The application of e-commerce strategy in enterprise innovation.
- The application of e-commerce strategy in the development of digital economy.
- This course aims to help students develop new research methods of digital economy, understand main models of e-commerce, and master the integration of digital economy with e-commerce.

Compétence à acquérir :

- New research methods of digital economy.
- Application of main e-commerce models.
- Design an integration method of digital economy with e-commerce.