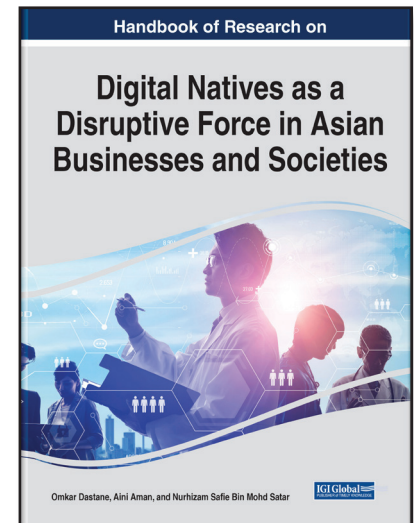


Handbook of Research on Digital Natives as a Disruptive Force in Asian Businesses and Societies

Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

A new generation of Asian entrepreneurs is bringing their creativity, innovation, and digital expertise to market, assisting the region in becoming a disruptive force on the global stage. Live commerce, which combines fast purchases with entertainment, is revolutionizing China's retail industry, and new applications are making users' lives easier and more intertwined. A relatively young and increasingly well-educated population, driven by Millennials and Gen Zs, is driving such high levels of internet and mobile usage. In the following decade, these "digital natives" (born between 1997 to 2012) will account for one-third of Asia's consumption. Despite its relevance, there is a scarcity of research on digital natives and transformation in Asia or reflections of the same in a global context.

Handbook of Research on Digital Natives as a Disruptive Force in Asian Businesses and Societies fosters multidisciplinary collaboration in order to uncover fresh theoretical and empirical views on digital natives, digital technology, and digital revolutions in Asian enterprises and society. Covering key topics such as the digital divide, internet marketing, and social commerce, this major reference work is ideal for government officials, business owners, managers, policymakers, scholars, researchers, academicians, practitioners, instructors, and students.

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