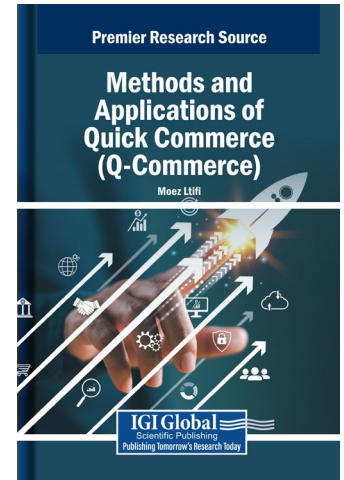


Methods and Applications of Quick Commerce (Q-Commerce)

Moez Ltifi (Shaqra University, Saudi Arabia & Sfax University, Tunisia)



Description:

As e-commerce is rapidly changing, consumer access to everyday good is not made possible with advancements in logistics, real time management, and mobile technology. q-commerce uses urban fulfillment centers and last-minute delivery networks to meet with the growing demands of convenience and speed in the e-commerce world. Through examining these core components, we gain insight into the mechanisms driving q-commerce and its broader implications for consumer behavior, supply chains, and retail innovation.

Methods and Applications of Quick Commerce (Q-Commerce) explores this type e-commerce that emphasizes fast deliveries. The book explains the different applications and methods to use to create a more efficient q-commerce market. Covering topics such as commerce, technology, and business methods, this book is an excellent resource for executives, academics, salespeople, marketing professionals, managers, business owners, researchers, practitioners, instructors, college and university libraries, students, consultants, IT specialists, and customer-oriented institutions.

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Topics Covered:

Consumer Experience	Quick Commerce (Q-Commerce)
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Customer Retention	Shopping Preferences
Customer Satisfaction	Social Media
Electronic Commerce (E-Commerce)	Supply Chain Management
Generation Z	Sustainability
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