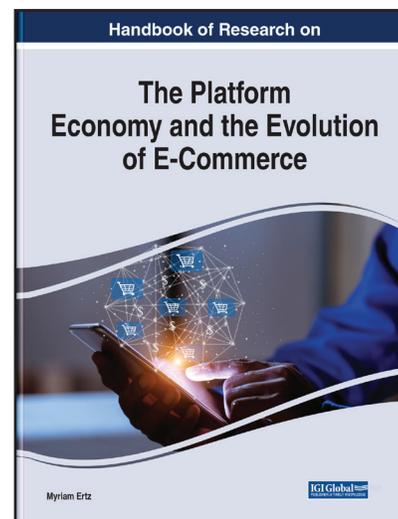


Handbook of Research on the Platform Economy and the Evolution of E-Commerce

Myriam Ertz (LaboNFC, University of Quebec at Chicoutimi, Canada)

Description:

In the past two decades, research on electronic commerce and platforms has thrived. Tremendous academic research has been conducted on this specific concept. Over the last decade, with the rise of applications and mobile technology, that stream of research has extended to the collaborative economy, more colloquially known as the sharing economy. The commonality between e-commerce and collaborative consumption being that they both occur online and rely predominantly on platforms.



The **Handbook of Research on the Platform Economy and the Evolution of E-Commerce** is a comprehensive reference book offering a holistic perspective of the platform economy by connecting the e-commerce and collaborative economy streams into a common framework. As such, this integrated perspective offers a clearer understanding of the key trends in research and in managerial action, as well as an agenda for future studies and practice. This handbook emphasizes how the digital transition will create an increased merging between physical and digital activities, as well as the challenges and opportunities pertaining to this trend. Covering topics including sharing economy, Marketing 4.0, and digital applications, this book is essential for marketers, managers, executives, students, researchers, and academicians.

ISBN: 9781799875451

Pages: 554

Copyright: 2022

Release Date: October, 2021

Hardcover: \$295.00

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