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DIGITAL ENTREPRENEURSHIP IN THE RETAIL AND SERVICE SECTORS: BUSINESS TRANSFORMATION IN THE DIGITAL ECONOMY

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Digital entrepreneurship today is a rapidly developing area that is radically changing approaches to doing business and opening up new opportunities for innovation and growth. This is not just a trendy trend, but a full-fledged transformation of economic relations that affects all aspects of business and consumer behavior, erasing traditional boundaries between industries and geographic regions.

The essence of digital entrepreneurship lies in its ability to create a global market where companies can operate with unprecedented flexibility and speed. This allows entrepreneurs to quickly adapt to changing market conditions and respond to customer needs in real time, which is a key factor in success in the modern economy. Digital entrepreneurship is also characterized by the widespread adoption of innovative technologies such as artificial intelligence, blockchain, and big data.

These technologies allow companies to optimize business processes, improve customer experience, and create new business models that were impossible in the traditional economy. For example, AI can be used to create personalized services, and blockchain can be used to ensure the security and transparency of transactions.

One of the key benefits of digital entrepreneurship is its ability to democratize market access. Small and medium-sized enterprises can now compete on equal terms with large corporations by using digital platforms to market their products and services. This opens up new opportunities for business growth and development, especially in emerging economies where access to traditional markets is often limited.

Overall, digital entrepreneurship is a powerful force that is changing the face of the modern economy and opening up new horizons for innovation and growth. Its exponential growth and ability to adapt to changing market conditions make it a key factor in the success of modern business. Digital entrepreneurship not only changes the way we do business, but also creates new opportunities for entrepreneurs, allowing them to enter the global market and compete with large players.

Keywords: digital economy, trade and services, digital business models, digital trade and e-commerce, digital entrepreneurship.

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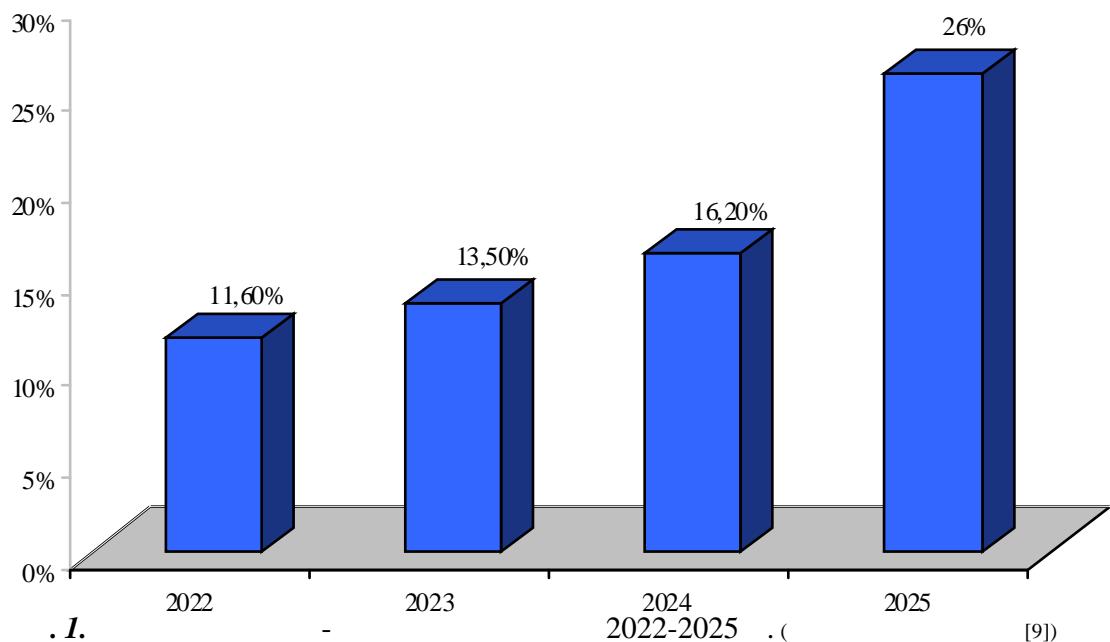
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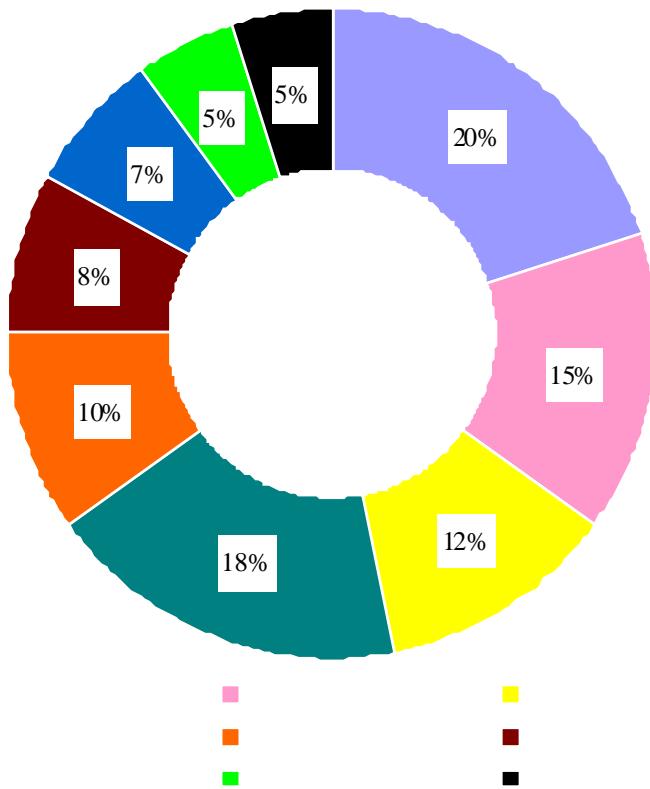
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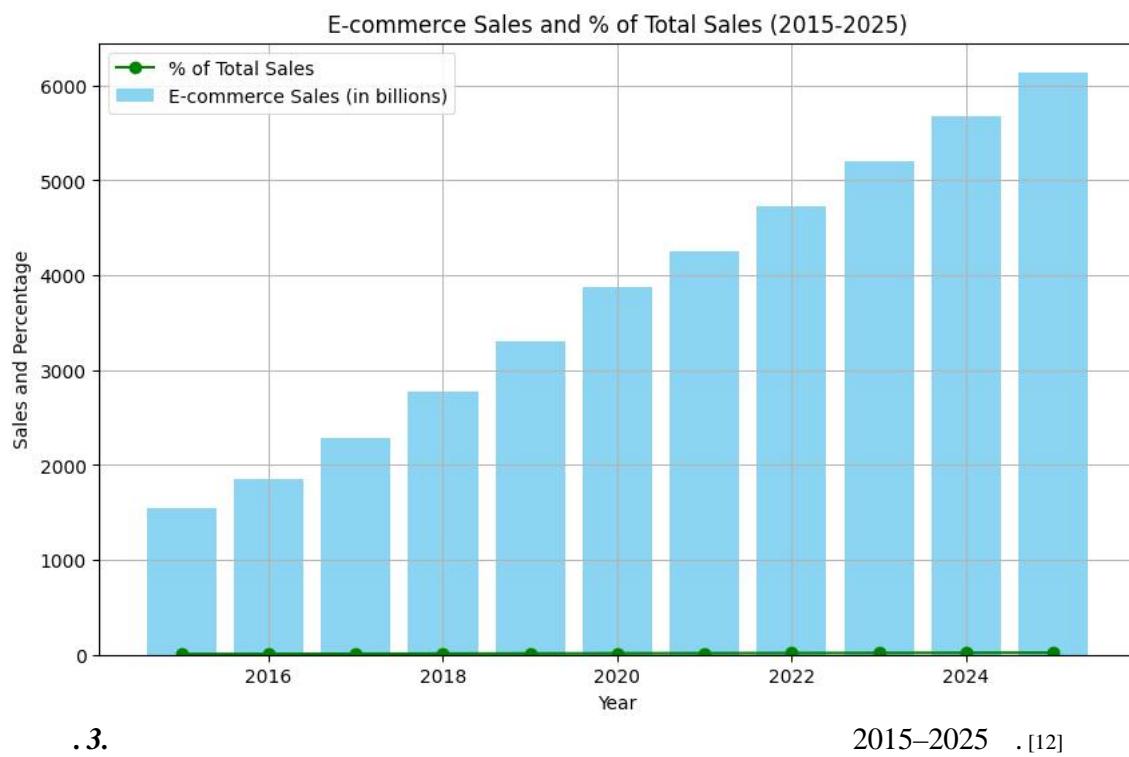
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