

Top E-Commerce Trends Changing How We Shop in 2024

With 64% of the global population using the internet, the focus is on catering to the growing digital consumer base. Three significant trends include:

- **Intuitive E-Commerce:** The rising influence of digital channels is pressuring companies to enhance the online shopping experience. Technologies like AR, IoT, and generative AI are making this possible, with generative AI expected to play a central role in shaping a more intuitive online experience.
- **TikTok Economy:** Short-form video platforms like TikTok and Douyin are on the rise, with 43% of digital consumers using them monthly. These platforms are influential in driving brand sales, and they are also venturing into retail, with Douyin transitioning into a marketplace and TikTok Shop finding success in Southeast Asia and expanding globally.
- **Revamped Returns:** The rise of e-commerce, store closures, and sustainability strategies are reshaping the returns process. Retailers are adopting new technologies and partnerships to create a hassle-free return experience, recognizing its importance in improving customer loyalty.

[Click here to access the full article](#)

ECommerce4Women training program

Operational management

“Operational Management” is the third Module of the eCommerce4Women training course. It delves into the crucial elements that form the backbone of a successful e-commerce business, specifically tailored to address the unique needs and perspectives of women entrepreneurs. In particular, the module covers all the phases of the e-commerce supply chain, including the link with the manufacturing and all the logistic aspects, from the stock to the shipping.

Main contents

1. Manufacturing
2. Shipping
3. Logistics
4. Stock control

Learning Outcomes

- Knowledge of quality management principles
- Control of inventory strategies, minimizing excess stock and ensuring products are available when needed
- Coordination of with suppliers and distributors for improved logistics
- Control of key performance indicators (KPIs)
- Management of environmental and social factors in operations

Legal set-up

“Legal set-up” is the fourth Module of the eCommerce4Women training course. It covers the basics of legal principles that each entrepreneur embracing e-commerce should know. It includes aspects related to contracts, privacy and data protection, international trade. The Module covers the national laws in the countries of the partnership and the European laws that can be applied in the sector.

Main contents

1. National legal set up
2. European legal set up

Learning Outcomes

- Capability to choose the most suitable legal structure for their business;
- Capability of drafting, reviewing, and negotiating contracts, agreements, and legal documents related to their business;
- Identification and adhere to industry-specific regulations and compliance standards;
- Understanding of data protection laws and regulations;
- knowledge of cross-border legal issues, including international trade, customs, and jurisdictional matters

Partners



Kazimieras Simonavičius
universitetas



advanced project education consulting



Vienna Association
of Education Volunteers

pistes solidaires



UNINETTUNO



Multimedia
Academic
Global



UNIVERSITY OF APPLIED SCIENCES
VELEČILISTE



Hub of
Innovation
Policy



More information about the project?

www.ecommerce4women.com

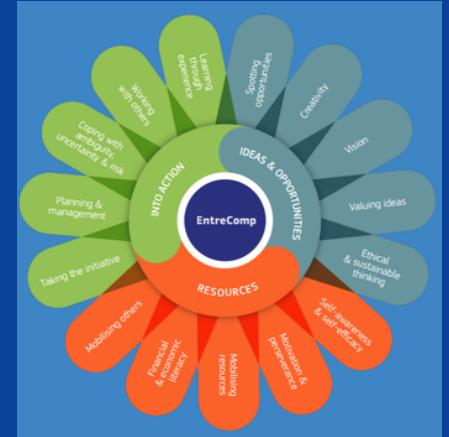
EU Corner

EU initiatives supporting female entrepreneurship

The European Entrepreneurship Competence Framework (EntreComp)

The Entrepreneurship Competence Framework is a framework developed by the European Commission to define and describe the key competences and skills that individuals need to be entrepreneurial. It aims to promote entrepreneurship education and training across various contexts, including formal education, vocational training, and lifelong learning. EntreComp consists of three main areas and 15 competences.

The framework provides a holistic view of entrepreneurship, emphasizing that entrepreneurship is not only about starting a business but also about fostering a mindset and skills that can be valuable in various personal and professional contexts.



For more information:

https://joint-research-centre.ec.europa.eu/entrecomp-entrepreneurship-competence-framework_en

“

“Build your business success around something that you love — something that is inherently and endlessly interesting to you.”

Martha Stewart, businesswoman and television personality

”

News from the web

Digital Resources for Entrepreneurial Insights



[Interacting with Entrepreneurs Early on Helps Girls Succeed](#) | Bocconi Knowledge Newsletter



[The Secret Sauce to being an Entrepreneur](#) Pinky Cole | TEDxMorehouseCollege



Co-funded by
the European Union

The eCommerce4Women project has been funded by the European Union in the framework of the Erasmus+ programme. Grant n. 2021-1-LT01-KA220-ADU-00.

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.