

E-Commerce Employment in the Digital Age

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TECHNOLOGICAL INNOVATIONS, GLOBALIZATION AND OTHER SOCIO-ECONOMIC TRENDS ARE CHANGING THE TRADITIONAL METHODS OF SEEKING AND PERFORMING WORK, IN A VARIETY OF WAYS.

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INTRODUCTION



BUSINESS IMPACT BRIEF



The

research is made up of three (3) sections each focusing on different aspects of the e-commerce employment in the digital age. The **first section**, "Rising-Demand Jobs in E-Commerce", identifies and analyses the positions in e-commerce which are rising most

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rapidly due to the digital transformation and the technology innovations. As digital technology becomes more advanced and plays an ever-bigger role in customers' daily lives, businesses will have to keep up with the times. Technological innovations are able to transform the overall means of production, distribution and customer service operations, regardless of industry and trading goods¹. Technological investment will enable businesses to do more with less. Although companies expect a Return on Investment (ROI), this return may come in various ways such as creation of new products, due to the improved abilities, which will generate extra revenue or reducing operational costs². The **second section**, 'Four Opportunities in Employment in the Digital Age', presents the greatest opportunities for employment in e-commerce as it increasingly develops into one of the defining features of the digital age. Four of the most relevant aspects brought about by e-commerce are discussed in further detail, including global reach to identify potential candidates, ensure more flexibility at the expense of control, allow customers



[1] I-scoop. (2018). *Digital transformation: online guide to digital transformation.*

[2] Pierron, A. (2019). *Digital Transformation? A Look at the Impact on Jobs and Recruitment.*

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