

Premier Reference Source

# User Innovation and the Entrepreneurship Phenomenon in the Digital Economy



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# User Innovation and the Entrepreneurship Phenomenon in the Digital Economy

The digital economy is a main driver of change, innovation, and competitiveness for various companies and entrepreneurs. Exploring developments in these initiatives can be used as vital tools for future business success.

**User Innovation and the Entrepreneurship Phenomenon in the Digital Economy** is an essential reference source for emerging scholarly research on innovative aspects of design, development, and implementation of digital economy initiatives, highlighting the relationship and interaction between humans and technology in modern society. Featuring coverage on a broad range of topics such as electronic commerce, brand promotion, and customer loyalty, this book is ideally designed for academicians, researchers, students, and managers seeking current research on the digital economy.

## Topics Covered:

- Brand Promotion
- Customer Loyalty
- Digital Storytelling
- E-Learning
- Electronic Commerce
- Massive Open Online Courses (MOOCs)
- Taxation



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