

8-Case.

Alibaba Group is a Chinese company founded in 1999 by Jack Ma, which has become one of the world leaders in the field of e-commerce and digital economy. Alibaba's core business is providing online trading platforms that connect producers and consumers both within China and internationally. The company is also actively developing other areas, including cloud computing, digital media and entertainment platforms, as well as innovative artificial intelligence technologies.

Alibaba not only creates trading platforms, but also actively introduces digital technologies to optimize trading processes. The company uses big data and machine learning to analyze consumer behavior to improve the effectiveness of marketing campaigns and product offerings. Alibaba also develops solutions in the areas of smart cities, healthcare and financial services, making it one of the key players in the global digital economy.

Alibaba has successfully overcome many challenges associated with managing huge volumes of data and transactions. The company is also actively working on cybersecurity and user data protection issues. Alibaba has been aggressively expanding into international markets in recent years, adapting its technology and business models to different cultural and economic contexts.

Questions:

1. What technological innovations did Alibaba use to transform traditional commerce into e-commerce?
2. What are the main challenges and risks associated with managing large-scale digital platforms such as Alibaba?
3. What strategic steps should Alibaba take to maintain its leadership in the global digital economy in the future?