

# Analyzing the economic footprint of e-commerce on real GDP growth

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The development of the global economy is one of the most important factors in an always-changing digital environment. More online sales, with backing of businesses' digital transformation, will surely have a big implication on the macroeconomic health of nations, especially in growth of Real Gross Domestic Product (GDP). This implies that the dynamic is supposed to be understood to craft good economic policies and business strategies in the digital age.

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