

E-COMMERCE, DIGITAL GOODS, PROMOTION, AND DISCOUNT PRICING

Friday, January 31st
10 AM – 11 AM
Online Seminar

Key Takeaways:

Understand e-commerce
retailer leveraging.



Explore the impact of
consumer ratings.



Learn insights
from real-world data.



Dr. Li Chen

FEATURED SPEAKER

Associate Professor, MMEF, BCBE



Retailers often use discounts to promote digital goods online, but how can consumer ratings influence pricing strategies?

Join us for a seminar on how consumer ratings influence digital goods pricing strategies. Explore how higher consumer ratings are linked to smaller discounts and the role of consumer confidence and regular prices in moderating this effect.

**Don't miss out
register today!**



FOR MORE INFORMATION EMAIL:

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