

Name _____

Alibaba: A Digital Marketplace Revolution

Open-Ended Response Questions

1. Explain how Alibaba's ecosystem of platforms and services has contributed to its success in the e-commerce industry.
2. Discuss the significance of global expansion for Alibaba and its efforts to connect Chinese sellers with international consumers.
3. How has Alibaba's involvement in emerging technologies like artificial intelligence and blockchain positioned it for future growth?
4. In your opinion, what are some potential opportunities and challenges Alibaba may face in the evolving digital economy?

