

Udemy Operations and Project Management Case Study

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Executive Summary

A decade ago, no one would have assumed that people around the world would be learning through virtual platforms because at that time individuals preferred to learn in physical settings. Traditional learning system at educational institutions was seen as the best process of learning where a teacher was supposed to explain to learners in physical settings. Then, technological advancement has revolutionized the field of education which gave birth to the industry of tech education. One tech education platform founded in 2010 has revolutionized the education industry due to its transformational business model at workspace which has provided a go-to platform for teachers to teach and students to learn. Udemy realizing the need for revolution expanded its access to learning and made education available across borders and the perceived traditional barriers. With more than 750,000 teachers, 210,000 learners from across the globe, 24,000 Udemy Business learners, and more than 183,000 courses in English as an international language and in over 75 languages, Udemy has changed the perception of learning and how the world should teach in the era of globalization. This report assesses the operations and management of Udemy and the technological advancements that have led the Edtech platform to significantly alter the learning method and type of skills through continuous skills acquisition. It also explores the impacts of productivity and workflow on Udemy's competitiveness, the role of ICT and information intelligence, and the monitoring and reviewing of principles as well as practices that are the basis for change and management within Udemy.

Operations and Project Management

Introduction

Virtual education has become the new normal for the world, the way education and learning should be. Lots of people have transitioned to online education preferring learning from the comfort of their homes while leaning on a soft pillow. In recent years, the Edtech sector around the world has seen a massive boom in business as well as user base because the demand for practical courses and skills has increased drastically. People are forced to start working from home and some started learning from the comfort of their homes without visiting colleges or universities as the Edtech sector has provided the right solutions for millions of people across the globe (Yadav et al., 2018). The company that is selected for the roleplay of the operations and quality consultant is from the realm of education technology (Edtech) that has significant contributions to the world of education. The

selected company is Udemy, an Edtech company that offers thousands of courses on valuable skills, is a sought-after online learning platform for its diversity of instructors, extensive library of programs and skills, and frequent sales through subscription packages. The important part of the reason for its massive growth in popularity is that no matter what an individual is interested in, it would always find a suitable course users could subscribe to.

Udemy Inc. is an education technology company that was founded by Oktay Caglar, Gagan Biyani, and Eren Bali in May 2010 as a company that provides an online teaching and learning platform. Udemy offers more than 210,000 courses to learners that are taught by more than 75,000 instructors in nearly 75 languages. The company is headquartered in [San Francisco](#), California and has hubs in several other important locations including Ireland, Colorado, Turkey, India, Australia, and Texas. Udemy caters to corporate clients through Udemy Business with more than 14,900 individuals using the platform to improve their job-related skills. Udemy Business Customers have access to more than 24,000 courses including offerings in English and 14 other languages internationally-recognized (Postelnicu, 2020). The courses at Udemy are created, owned, and managed by instructors at a “one-stop-shop” where they can design lectures in video format, develop supplementary materials, and structure interactive and engaging content. Instructors can also add various types of practice and related resources to enhance the engagement and learning experience for the learners.

Operations Management

The companies that the Edtech sector owns work on the agenda of curating courses through their websites which users can access through their mobile apps providing thousands of valuable skills in all fields such as graphic designing, coding, social media marketing, to even things like gardening and culinary courses. Udemy, as a user-friendly educational interface through the adoption of technology and telecommunications, offering all these courses and skills encounters several operations management challenges as of now which include course scalability, content curation, platform stability, technology infrastructure, data security and privacy compliance, feedback loop, localization and international expansion, and operational efficiency as well as cost management (Himel et al., 2022). It works on the marketplace business model where independent instructors curate and upload their content aligning with the specific regulations of Udemy while the company provides the virtual platform to host and sell the course content to a global audience. As the Edtech company of Udemy grows, optimizing operational and management processes becomes vital to adapt to emerging trends such as AI-driven personalized content, maintaining service quality, balancing costs, enhancing security measures, catering to diverse audiences, and ensuring consistency while keeping an eye on competitors. Udemy sells itself as a “one-stop-shop” for the students who can learn virtually almost any topic on their platform catering to different levels and interests of the learners as well as employees. Udemy makes its revenue by providing its customers with a huge and diverse catalog of courses through its marketing efforts. It hosts a large portfolio of different programs and skills while being an online marketplace for educational courses (Sharma and Vidani, 2023).

Operations Management Challenges

Udemy, the online educational space, offers a vast array of educational courses while maintaining high-quality and consistent content keeping courses relevant and up-to-date which becomes crucial sometimes. As an online platform for education, Udemy faces numerous challenges which include handling peak loads, maintaining uptime during the courses, and addressing technological glitches in the course content during enrollment periods because of Udemy's heavy reliance on technology infrastructure. Balancing the scalability of the courses with quality control and assurance is an ongoing challenge that Udemy encounters now despite maintaining its scalability and quality. Udemy faces the challenge of reviewing and refreshing existing courses regularly to align with technological advancements and industry trends in the tech education business. The platform also has to ensure consistency while adapting content to different languages, catering to diverse audiences, maintaining course quality, and ensuring instructor satisfaction which sometimes poses operational challenges to the company (Mozahem, 2021). Furthermore, handling data security and data privacy while complying with regulations such as GDPR are the ongoing challenges that Udemy must work on continuously to enhance security measures, rigorous quality checks, and stay updated on legal requirements.

Quality Management Principles

The success of Udemy as an Edtech company hinges on its ability to adhere to sound principles and regulations as well as to address operational challenges. Udemy can continue to thrive as a popular online learning platform in the competitive Edtech landscape by optimizing processes, maintaining quality, and embracing innovation in its operations and management. Efficient implementations of applications in operations such as process optimization, lean principles, [supply chain management](#), and technology adoption can impact the success of Udemy in maintaining a smooth distribution process of learning in the digital world. Internal streamlining processes such as customer support, payment processing for instructors, and course approvals can enhance operational efficiency which would lead to better resource allocation and cost savings (Stracke et al., 2023). Implementation of lean practices for course development, administrative tasks, and marketing campaigns can also improve the overall productivity of the company. Besides, rigorous quality control and privacy compliance in the courses, regular audits, instructor training, and peer reviews can ensure that Udemy meets set global standards as an online education and learning platform as well as encourage repeat business and boost credibility. Udemy's success relies on staying abreast of leveraging technology, personalized recommendations, and data analytics to integrate the learning experience effectively.

Despite sharing the tech education marketplace with top competitors virtually such as Skillshare, Masterclass, and Domestika, Udemy has still maintained its distinctive position in the market because of its diversity and quality of content. Udemy does not target a specific niche in a certain field but

offers a multiplicity and diversity of subject matter in diverse courses under the supervision of professional instructors. The great part is that subject matters at Udemy accommodate all skill sets and budgets and learners are encouraged to learn and study at their own pace. Udemy is ahead of the game contrary to its competitors while Domestika takes the lead in creativity and quality, Udemy presents improved, designated areas for students' feedback, easy-to-follow guidelines, a variety of voice-over, closed-captions option, and helpful filter functionalities that push Udemy to become one of the most relatable and accessible virtual education and learning platform for learners from almost all walks of life through virtual means ("What is Udemy?," 2022).

Quality Management Framework

The quality management practices and framework that Udemy observe as a prominent Edtech company significantly impact its success through its monitoring and metrics practices as well as a course review process. Udemy's rigorous content review guidelines and process ensure that the courses this platform offers meet quality standards by assessing instructional design, accuracy, management, and engagement of the courses to validate quality. Accreditation from bodies of the industry and collecting feedback from learners add credibility and can help identify areas for improvement within the strategic operational and management spectrums of the platform (Li et al., 2022). Moreover, performance metrics of the courses that Udemy offers include learner satisfaction, employee or instructor engagement, effectiveness of managerial operations, and course completion rates allowing this digital company to address quality issues in the management and operations of Udemy promptly. Regular communication, training sessions, and continuous improvement strategies based on a feedback loop help enhance the management framework and quality of the courses.

Impact of Productivity and Workflow on Udemy's Competitiveness

With the influx of education platforms around the world, online learning marketplaces have become user-friendly, budget-friendly, not-for-profit, and practical alternatives to traditional learning practices. Since its foundation in 2010, Udemy stands as the unique, most well-known, prominent, and long-standing digital platform that has become the most go-to and populated online education space for students everywhere, thanks to a diversity of instructors from around the world, a wide range of subject matters, and the affordability at Udemy. The productivity and workflow of Udemy are intertwined with its competitiveness which can help continue to thrive in the virtual education landscape by maintaining a positive climate, optimizing workflows, and encouraging healthy competition.

Productivity

Productivity brings competitiveness as long as the company delivers new demands and interests for the user base. Moreover, workflow efficiency has a direct impact on the productivity of the company maximizing the competitiveness in accomplishing tasks and operations (Dutta, 2022). By enhancing productivity, Udemy can optimize its technical infrastructure, content creation, instructors, and resources to deliver more educational content. Efficient management and operational processes lead to a positive learning experience as well as better quality courses for learners through streamlining course creation workflows, efficiently managing course feedback, and automating administrative tasks within the corporation. Improved productivity in the operational projects of Udemy can also scale its operations and projects without proportionally increasing the costs of the courses (Alojaiman, 2021). Udemy's productivity involves striving to achieve goals and excellence in a crowded virtual market based on its diversity in skills and performance that encourage competitiveness in the company which subsequently helps it to improve its platform. It is because of the fact that when employees tend to go above and beyond their tasks to compete healthily in the workforce leading to improved and better results which contribute to Udemy's success.

Workflow

The impact of workflow on Udemy's competitiveness and success is a critical consideration in the fast-paced job market of the contemporary business world where organizations strive to retain the best talent so the importance of varied learning strategies, agility, and continuous learning. In the context of Udemy's competitiveness, it must prioritize upskilling and learning to maintain effectiveness by fostering these strategies while staying ahead of industry trends because organizations that promote continuous learning and varied learning aligning with the company's culture can create a competitive advantage that can improve employee engagement and company's overall competitiveness in the job market. To accelerate innovation and competitiveness in terms of specific skills, companies like Udemy must enable employees or instructors to learn in the flow of work while implementing a diverse strategy for the delivery of the learning process. For this, Udemy has to consider the needs of the entire workforce while staying agile in the market to ensure readiness and tailor learning experiences accordingly to the changing landscape (Yazdanian et al., 2021). Udemy's instructors who would adapt quickly to new trends and technologies ensuring that every learner benefits at an individual level will enhance the company's competitive edge.

Quality

Since the world of online education has boomed, the virtual learning space of Udemy has naturally had to be a landmark in this realm. In terms of managing and maintaining quality, the platform is making some wiggle room for competitors striving day and night in the race of content curation,

creation, niche selection, and language features. Udemy boasts a never-ending range of content that is curated and customized by proactive and cherry-picked instructors. In the context of Udemy's struggle in the digital job and learning market, quality is not only essential for [organizational performance](#) and excellence but also a key driver of competitiveness that would lead it to reap the benefits of improved performance and a stronger market position. If Udemy consistently delivers high-quality content curation and creation while attracting learners and enhancing the company's reputation, it would help Udemy stand out in the market. Quality processes directly affect the organizational outcomes and competitive advantage that lead to improved productivity, streamlined operations, and reduced defects (Alojaiman, 2021). Quality becomes a key differentiator that tends to achieve better results in customer satisfaction, organizational efficiency, and financial performance in enhancing the reputation of Udemy as a prominent online learning platform.

Key Operations Strategies

The prominent Edtech company of Udemy has revolutionized the learning experience by connecting instructors or teachers and learners worldwide through digital means. It operates as a two-sided place in the tech market where instructors create content to meet learners' demands and learners connect with real-time market professionals which enables instructors to monetize their expertise. The powerful flywheel of Udemy revolves around the curation of content, customer engagement, and continuous improvement that aligns with organizational requirements.

Economics

Udemy often runs discounts and promotions as effective operational strategies to manage its vast course catalog and make courses affordable and accessible for users. Dynamic pricing strategies adopted by Udemy ensure smooth streamlined processes within the company as well as with the other tech education businesses in the market that help retain new users and attract new ones. Business-to-business partnerships contribute to expanding Udemy's reach compared to its competitors which also enhances its revenue diversification.

Efficiency

Udemy offers an efficient and effective approach to cater to individuals globally as instructors leverage promotional tools and optimize the content of the course for different search engines over the web. To enhance the efficiency of the courses as well as the overall platform, Udemy engages with a community of real-world experts from diverse fields to emphasize accessibility, sustainability, quality, and adaptability of the content to changing learning and educational needs for democratizing learning and empowering learners globally.

Effectiveness

Udemy's mission is to select engaging and high-quality course content by connecting organizations and people transcending geographical and social barriers to create effective business and online learning experiences that cater to the needs of millions globally. Udemy recognizes personal growth and professional development combining high-quality content with technology and data insights making learning accessible to all and effective for learners' specific needs.

Evaluation of Operation Management

Supply Chain Network Design

The platform designs a framework of supply chain network which makes it accessible for a variety of people from all sides of the world. The courses in this platform are not only taught in the international language, English, but also come in many other languages. In general, supply chain network design involves strategic decisions of a business and its stakeholders that are involved in the tech education business market that is related to the physical structure of the supply chain of a business. It is also a configuration of the supply chain network that helps a business achieve long-term strategic objectives for the company or the organization. The design shapes the backbone of the effective and efficient operations of the company in the dynamic business landscape (Morien, 2019). In the context of Udemy, this Edtech company not only offers courses but also manages its own supply chain network through assessing company policies and programs. The supply chain network design of Udemy includes network modeling, risk management, and inventory optimization that align with the company's policies and regulations to achieve a competitive advantage. Udemy also emphasizes the supply chain while focusing on last-mile delivery of the content through its courses to manage the flow of services from raw materials to the final user (Stan and Ciobotea, 2022). The design balances inventory levels across different locations as instructors and learners access Udemy from different parts of the world. The framework of the supply chain Udemy observes creates models that consider factors like demand, supply, and costs to ensure efficient delivery as well as make informed decisions. In sum, Udemy approaches its supply chain network design with a blend of strategic planning and optimization to ensure efficient operations, informed decisions, and user satisfaction.

Organisational and Operational Management

Udemy as an online educational platform recognizes the importance of efficient operations management and understanding the differences between manufacturing and service operations within areas including supply chain management, process optimization, and quality control. Udemy also emphasizes how these aspects intersect in modern organizations which is crucial for the success of the platform. It employs a transformational model that various businesses engage in to understand

its operations and management within the company in a better way. This model encompasses information transformation through handling data and analytics, locational transformation to understand where to operate and distribute, and internal transformation to analyze internal weaknesses, strengths, and resources that ensure the broader goals of sustained growth in Udemy (Cornejo-Velazquez et al., 2020). As a tech education platform, Udemy focuses on resource efficiency while minimizing downtime, ensuring seamless delivery of the course content, and scaling the company's resources effectively for user satisfaction and overall business growth (Cetina et al., 2018). The platform also emphasizes feedback loops to adapt platform functionality and continuous improvement through data-driven decision-making and agile methodologies while assessing course quality and customer experience. These speculative insights into the operations and management of Udemy likely play a significant role in its operational management.

Appropriate Business Indicators

Businesses around the globe rely on key performance indicators to evaluate financial, strategic, and operational achievements in the ever-emerging market. Like other businesses, Udemy also relies on key performance indicators or KPIs to assess the overall performance of the Edtech company.

Monitoring

One of the key performance indicators that businesses use to track the percentage increase in revenue. This revenue growth is tracked from one year to the next which is also calculated as the net profit divided by total revenue growth. For an Edtech company like Udemy, sustained revenue growth is crucial that the Edtech platform Udemy converts into profit for long-term success. The healthy net profit margin in the revenue ensures sustainability and stability in financial terms for the company. Moreover, the strategy of customer acquisition cost (CAC) helps monitor the marketing and sales strategies within and outside the company. For Edtech Udemy, the strategy measures the cost of acquiring a new customer as well as indicates customer loyalty and satisfaction.

Control

For an online learning platform like Udemy, the churn rate reflects the control factor of the platform which indicates customer satisfaction. This indicator measures how many customers stop using the Udemy courses over a specific period of time. The indicator also measures the course completion rate tracking how many enrolled students complete the courses or how many stop pursuing their courses. The essential control factor in this indicator is that high completion rates of the courses demonstrate the engagement and quality of the courses offered in the online platform.

Improvement

Udemy's commitment to learning and education extends beyond its users who reside in different parts of the world. The Edtech company ensures that its instructors and employees remain up-to-date and informed about trends in the supply chain design across the technology and business market, innovations in technology, and best practices in the educational realm. The business indicators such as user engagement metrics evaluate the improvement in operations and management of Udemy. These metrics include the number of courses taken on the platform, time spent, strong engagement with the courses, and interactions with the instructors correlate with user retention and satisfaction.

Role of Information Management Systems Towards Achieving Operations' Success

Information management systems are the crucial component of a virtual business that encompasses a set of procedures that allow operational workflow and productivity. These procedures are computer-based and integrated with other operational processes that are instrumental in supporting vital management functions, decision-making within the organization, and a high-quality volume of data and information that exponentially grows due to the rapid advancement in information technology. Udemy has skillfully harnessed technology and telecommunications to enhance the quality of decision-making and manage tremendous opportunities for growth in the platform. [Information management systems](#) are indispensable especially in today's fiercely competitive business landscape as these systems facilitate the flow of information, operations, decisions, and management that are integral to organizational functioning ensuring that employees or instructors at an online platform like Udemy can make effective decisions (Singh, 2019).

Role of ICT

ICT has played a significant role in achieving operational and managerial success at Udemy as the platform has undoubtedly disrupted the learning industry with its technological practices and principles. ICT has allowed any student or professional instructor to upgrade themselves with a few clicks to pick up new courses in order to grow upskill and reskill. In the realm of information communication technology, Udemy delves into the fusion of programming software and hardware to curate information systems that cater to an engaging, logical, fascinating, and indispensable facet to outperform its competitors, streamline essential processes, and provide a gateway to enhance workflow and productivity for achieving success in technology-based business endeavors. The systems of information management like ICT encompass data models, analytics, procedures of communicative technology, and databases for the curation of courses at Udemy furnish essential information to aid operations and management departments in decision-making and timely disseminating the curated content to the customers. Based on analytics, Udemy's information

management systems and ICT play a crucial role in enhancing its performance and workflow across dimensions such as growth, sustainability, profitability, and innovation in its operations. Furthermore, the information management systems and ICT support top-level management as well as instructors in strategic planning, facilitating communication, goal setting, identifying problems, and aiding in generating information for the effective execution of **operational plans** that can subsequently lead to Udemy's operational success (Mahraj, 2012).

Role of Artificial Intelligence

Udemy as a tech education platform is on a specific mission to create new and novel possibilities for prospective learners everywhere by connecting them through the use of information technology to the required knowledge and skills that people need to succeed in a changing world. Through the practices of information technology, Udemy analyzes and selects the relevant and most engaging courses that fit the requirements of the ever-emerging world of business and technology. Through information technology and ICT, Udemy combines high-quality content that instructors in the platform produced and curated with technology and data insights to create a purpose-built learning space in order to meet specific educational needs. The powerful flywheel of content curation, creation, distribution, continuous optimization, and engagement at Udemy allows it to engage on the most in-demand topics in the marketplace through information technology that creates meaningful insights to generate and update content (Goel, 2022). Moreover, the information technology practices provide real-time analytics and feedback for the instructors to provide high-quality course content to help students build skills and knowledge in various aspects including business know-how, technical knowledge, social development, and personal growth.

Principles, Practices, Methodologies, and the Tools

The project methodology to evaluate Udemy's challenges as well as competitiveness can be assessed and addressed through project specifications, effective control, effective evaluation, and scheduling tools. The methodology that can address the project and its tools is the methodology of agility in the project that prioritizes collaboration, effectiveness, flexibility, and consumer satisfaction at Udemy. The adoption of agile methodology allows for iterative development to tailor Udemy's specific operational needs and address challenges at Udemy which is crucial for adapting to market dynamics and changing requirements. Moreover, in Udemy's competitive operational functioning, communication and collaboration with stakeholders throughout the operational and management processes are essential to keep Udemy's productivity and competitiveness on track while ensuring quality.

Design Process and Requirements Identification

The agile methodology in the evaluation of Udemy as an online tech education business involves iterative development that includes welcoming changing requirements, developing working ICT and information technology practices frequently, and maintaining a sustainable pace. Udemy can use the agile methodology for its design process in order to enhance course development, respond to market changes, and improve consumer experience. Moreover, this methodology is crucial for software developers, course curators, and project managers at Udemy in planning, curating, executing, processing, monitoring, and closing operational projects as well as in addressing challenges and achieving operations' success. Udemy offers a user-friendly interface that can also use requirements identification and product management through agile frameworks to aid itself in the design process of the platform through goal setting, road mapping, decision-making, innovation, problem-solving, and operations prioritization to enhance course offerings and strategic planning at Udemy. By embracing the suitable approach of agility in the real world Udemy's operations and management using appropriate analytics and metrics, Udemy can address and overcome operational challenges to thrive in the dynamic online tech education landscape.

Process Activities

The contemporary approach of agility emphasizes competitiveness, responsiveness, flexibility, and collaboration to address challenges in process activities at Udemy. Udemy can educate its team of instructors and managers about agile values and principles so that they can assess its processes' needs in order to embrace change and deliver functional products or courses incrementally. This approach can provide a structured approach to Udemy with time-bound iterations so that the platform can emphasize optimization of workflow and visualization of work as well as efficiency in managing and tracking the progress of each course and instructor. The agile approach in process activities and operations management encourages collaboration that can adjust the platform's direction by fostering open communication between employees, development teams, and stakeholders involved in this tech education business.

Monitoring and Reviewing

Through the agile practices in course development and customer engagement at Udemy, the platform can define relevant metrics and assess analytics for Udemy's operations success. The agility of the platform's methodology to retain its sustainability can be assessed through work completed per iteration and lead time of each course and instructor for regularly monitoring, reviewing, and reporting the instructor's progress in general and overall platform's operations success in particular to stakeholders at Udemy. For this to achieve, change management in the operations of Udemy is crucial which monitors and reviews the progress of the tech education platform while adapting to the

changing requirements in the market and enhancing project management practices.

Change and Management of Stakeholders

To achieve the best management practices in the operations of any organization, platform, project, team, principles, methodologies, and tools are the factors that set a guideline for the change and management of stakeholders for running a platform efficiently. In the context of Udemy, the management of stakeholders is a crucial skill that aspires to change in the management while engaging in inter-platform communication and collaboration through change initiatives. Leveraging the expertise of stakeholders including managers, software developers, instructors, and customers is an essential aspect of change management that helps in the identification of potential challenges that Udemy faces in the current scenario. Change management at Udemy allows it to navigate change and transitions effectively in order to achieve desired revenue, growth, success, and operational outcomes.

The virtual platform of Udemy as a tech education business recognizes the importance of change management and the crucial role of stakeholders in operations management and engagement. Udemy emphasizes that there are various techniques that tailor stakeholder management and why they hold significance in a company's operations. This involves gaining insights into the identification and assessment of the needs, concerns, and interests of stakeholders, who are impacted by the change, and how to effectively engage with different stakeholders involved in the operations of an organization or company. Udemy also acknowledges and recognizes the stakeholders segments to identify a holistic view of the change landscape in the platform's operations which also provides an insight into the change planning and management strategies. The change strategy and segmentation of stakeholders based on their robust engagement allows Udemy to interact with stakeholders ensuring their support to communicate changes in its operations and management.

Through change and stakeholder management, Udemy's approach involves the assessment of stakeholders' needs and management strategies to extract maximum value from the operational insights gained that are involved in the change initiative. By continually assessing adjustments of stakeholders into various segmentations based on their needs and interests, Udemy ensures ongoing growth and success in managing change within its operations. Udemy's approach to change management and stakeholder adjustment involves a step-by-step set of guidelines that allows change managers at Udemy to benefit from the dynamic landscape of organizational change. It allows professionals to operate across various functions through their practical monitoring and core skills reviewing of change management making their role interesting and versatile in the company. Participants are also encouraged in Udemy to have a specific change in their minds in order to provide a feedback loop while working through the lectures and exercises in courses.

Conclusion

Udemy started out as a noble experiment offering free courses online to anyone with an internet connection and now Udemy is a big tech education business with more than half a billion in annual revenue. Based on its management and operations, the company is one of the most important selling points due to its quality of courses and prices as well as the positive work environment throughout the platform's operations. With possibilities and opportunities for almost all pocket sizes, the tech education space virtually continues to be up-to-date time after time on the observation of amazing sales and juicy content due to seasonal campaigns which offer an abundance of regular price drops. The unique business model of Udemy has made its mark in the marketplace attracting a bunch of prospective learners from all around the globe who remain engaged with the platform which not only proves the quality of the courses offered at Udemy platform but also the trend of its customer base in the relative marketplace. Boasting more than 75,000 instructors from diverse fields and still growing on its platform, Udemy is somewhat of a heaven for all kinds of instructors who view Udemy as an engaging strategy to monetize the skills and knowledge they have learned over a span of years. Instructors are only expected to follow a set of principles and guidelines of the platform to ensure that they meet specific standards and technical requirements which align with the Platform's policies so that they can present content that will spark engagement. In sum, Udemy is a legit and popular online space that has created an unwavering user base in the tech education business online in the long run as this platform offers an amazing learning venture to individuals around the world to learn from a pool of everyday market professionals and continues to attract learners year after year.

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