

E-commerce Business Strategies to Internationalize Business Platforms

Lakhan Adbale¹, Dr. Derick S. Figueroa²

¹ Sardar Patel college of law Chandrapur, India

² Tarlac State University, Philippines

*Corresponding Author Email: lakhanadbale@gmail.com

Abstract

Introduction: The research study will be focusing on various issues related to the globalization of e-commerce businesses as well as various strategies implemented to achieve a successful and profitable business across borders. The researchers will focus on various sections of the research study to justify the title of the research.

Aim: To understand and find out the various E-commerce Business Strategies to Internationalise Business Platforms

Material and Methods: The researchers will be conducting a detailed research methodology to justify their research topic. There are various steps or parts or any methodology that the researchers use to communicate with one another. The structure or materials of the methodology differs from study to study. The researchers will follow various steps to complete the methodology such as research philosophy, research approach, research design, data collection method, data collection sources, sampling, analysis, and ethical considerations.

Results: The results will be based on the discussion of various aspects of the research topic. Understanding the evolution of e-commerce platforms and how they have adapted to the changing scenarios. Acknowledging the security concerns and how to address them. Analyzing the sales made by e-commerce businesses globally and the sales forecast until 2026. The 9 stages of Marketing strategies in industry 4.0 adopted by the e-commerce businesses.

Conclusion: Acknowledging the successful completion of the research study and prediction of the prospects of e-commerce businesses to survive in the highly competitive global environment.

Keywords

Cross-Border, E-Commerce, Internationalisation, Online Shopping, Strategies Virtual Reality.

INTRODUCTION

The introduction of e-commerce Business has revolutionized the entire society as well as the various ways where business takes place. The strategies adopted by various e-commerce businesses have changed the operation of various retail businesses as well as supply chain management. The lifestyle of every individual has changed as online shopping was introduced by various e-commerce platforms and enabled their customers to purchase any products and services from the comfort of their homes. Advancements in technology have enabled different e-commerce businesses to globalize themselves. This research study will be focussing on various issues related to the globalization of e-commerce businesses as well as various strategies implemented to achieve a successful and profitable business across borders.

The implications of globalization have brought various disruptive as well as significant changes in the global markets as well as in the international economy. Advancements in technology and internalization concepts have given various perspectives and also the deregulation of various financial platforms. The changes in the network societies as well as various trade agreements as well as major alliances between various countries across the globe. have enabled various e-commerce platforms to plan as well as execute various strategies to globalize their businesses (12). The researchers

will focus on various sections of the research study to justify the title of the research.

REVIEW OF ARTICLES

Global as well as multinational companies especially those who are in the e-commerce businesses are stressing heavily on expanding their businesses and searching for new markets. As mentioned in the paper "**It's a new game out there: e-commerce in internationalizing retail SMEs**", investigates how various e-commerce platforms have been very significant in benefiting various SMEs, especially those who are in the retail sector (10). The student has focused on how the application of advanced technology on various e-commerce platforms has given various small as well as medium size businesses a great opportunity to the seller their products as well as services on various new as well as global markets which would have been impossible without the policies adopted in the global market and expansion of the e-commerce business.

In many cases, the global or international economy has also been known as a sharing economy which has grown rapidly over years. This phenomenon has rapidly replaced various types of traditional businesses with new rules and regulations in cases of data management as well as different trade agreements which are mostly digitized that take place between various countries. The article "**Reshaping Internationalization Strategy and Control for Global**

E-Commerce and Digital Transactions: A Hayekian Perspective ", acknowledges that various divergence policies which are implemented in e-commerce might be a significant barrier in the global environment (5). The article also highlighted various connections between digital transactions as well as global e-commerce platforms where digitization in transaction processing has been very significant for e-commerce businesses.

The impact of globalization as well as digitization has been very negative towards SMEs in many cases. As globalization has led many multinational companies to expand their businesses rapidly and capture new markets, it has been affecting local businesses to think about many such diverse measures to survive in the market (19). As mentioned in the article **"How Can SMEs Use Crowdfunding Platforms to Internationalize? The Role of Equity and Crowdfunding"**, the authors have been understanding the essentials of Crowdfunding to expand as well as supporting various medium and small businesses to flourish in the market. The article has been trying to explain the car phenomenon of globalization which has been explained on various occasions for a very long time focusing on various medium, large and small businesses. The research study also highlighted various aspects of Equity as well as Reward Crowdfunding.

One significant business strategy developed by various E-Commerce businesses is their robust supply chain management which has been very useful for SMEs. In this paper **"The development of international e-commerce in retail SMEs: An effectuation perspective"**, the author has tried to explain the requirements of global entrepreneurship to enhance various SMEs who can look for various opportunities in this global business environment which is technologically advanced as well as digitized in nature (18). Different e-commerce businesses have been providing a reliable platform where various SMEs can list as well as sell

their products and services at an international level. The primary reason for this paper is to understand the various theories as well as processes used by retail SMEs to Internationalize the e-commerce segment in the global economy.

As highlighted in the paper **"Motivation for selecting Cross-Border E-commerce as a foreign market entry mode"**, then the researchers have tried to acknowledge the idea of cross-border e-commerce which can be one of the most significant business strategies to be a new model for market entry that has been acquiring very significant popularity in various nations due to the increase in online shopping behavior as well as a significant increase in the e-commerce activities across the globe (17). Choosing strategic planning in cases of entry modes is one of the most important aspects that any e-commerce business has to adapt if they want to expand their business outside their home country.

A study based on the title **"Legitimacy building and e-commerce platform development in China: The experience of Alibaba"**, focussed on the development as well as the emergence of various e-commerce businesses along with regulations, culture as well as infrastructure and approach to various techniques as well as acceptance of the platforms regarding the perspectives of building legitimacy (13). The researchers have categorized legitimacy into the market, relational as well as social legitimacy. There are certain links between each type of legitimacy as well as exploring the acceptance. The figure below has conceptualized the industrial development in the e-commerce sector in China which has been promoted effectively by various efforts to make firms more legitimate with more specifically, market legitimacy, market legitimacy as well as social legitimacy.

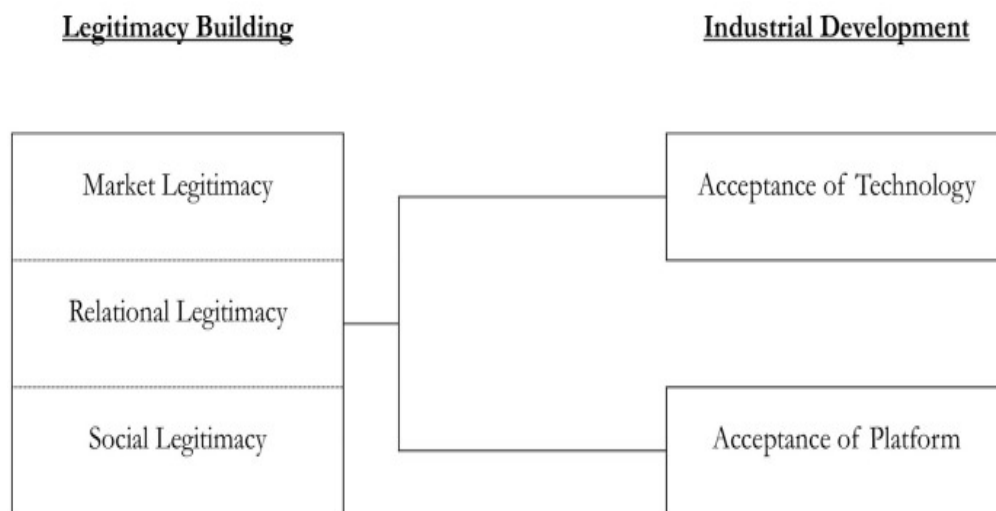


Figure 1, A theoretical framework, Legitimacy building, and Industrial development (Kwak et al., 2019).

Conversation from conventional to digital firms regarding any kind of business enables them to think about various business strategies as well as steps to establish new processes as well as strategies to make the business more sustainable.

The study paper **"E-commerce marketing strategies in industry 4.0"**, underlines that in the era of digitization as well as technological advancements in various media platforms, especially in online media (15). The fourth

industrial revolution coined the term industry 4.0. According to the European Parliamentary Research Service, Davies in the year 2015 argued that the industrial revolution occurred four times. As argued in the articles, industry 4.0 was officially born in Germany in 2011. The first industrial revolution occurred in 1784, the second industrial revolution occurred at the end of the 19th century as well as in the year 1970, the third industrial revolution took place.

The idea of cross-border e-commerce has been very significant in this current scenario as well as it is becoming more popular around the globe. The article "Cross-Border E-commerce firms as supply chain integrators: the management of three flows", argues that the advancement of technology has transformed the competitive scenarios from commodity-based features to a supply chain ability in the case of e-commerce such as cost as well as supply (23). The popularity, as well as the accessibility of the internet and various technological advancements in information technology, have given significant momentum in the e-commerce segment in the global environment. Global supply chain management has been very significant in implementing the various business strategies of e-commerce businesses to internationalize them.

While referring to intercontinental e-commerce businesses, various companies conduct Cross-Border transactions via cross-border e-commerce platforms in different parts of the globe where various transactions take place either on the website or any digital platform. The paper "E-Commerce Policy Environment, Digital Platform, and Internationalisation of Chinese New Ventures: The Moderating Effect of COVID-19 pandemic", states how the

effect of the COVID-19 pandemic has changed the process pr retail businesses and enabled various e-commerce businesses to adopt upgraded business strategies to expand their businesses (14). The new business strategies have helped various small businesses to expand in the global market by utilizing various features of the e-commerce platforms and their transaction policies. The paper also emphasizes how Internationalisation, as well as e-commercialization, have been very significant in emerging markets such as China which is enabling various cross-border businesses to different digital platforms.

To adapt to any new type of content, marketers ensure such marketing techniques which can evolve over changing scenarios. These technologies also help to rearrange their requirements regarding the contents which it chooses to consume. In the paper "Role of augmented reality and virtual reality Marketing in Organizational Development", the author has analyzed various literary works and then highlighted the strategies in which e-commerce companies have revolutionized the process of business (1.). The concept, as well as the effect of e-commerce, have made the entire global market better connected as well as a suitable and sustainable place to trade various products and services. Introducing virtual reality in the e-commerce business has been one of the best possible business strategies that helped them to internationalize the business. The application of virtual reality has been very effective during the COVID-19 pandemic. Virtual reality has helped various e-commerce platforms, especially in the retail sector to maintain sustainable growth during the pandemic.

Companies	Alibaba	Amazon	eBay	Walmart	Tesco
Financial Growth	\$12.36 billion	\$356 billion	\$10.42 billion	\$572.75 billion	\$84.139 billion

Table 1: Competitive analysis of the e-commerce business platform
(Source: Satista.com, 2022)

MATERIALS AND METHODS

To complete the research study the researchers needed to conduct a detailed research methodology to justify their research topic. There are various steps or parts or any methodology that the researchers use to communicate with one another. The structure or materials of the methodology differs from study to study.

To collect various concepts regarding individuals or thought processes, the researchers have selected **interpretivism research philosophy** to complete this research study. This kind of research philosophy will help the researchers to set up a theory-based research topic that is scientific which represents the viewpoints of such processes that can be used to gather various proofs as well as evidence, analyze as well as use the research topic (22.). The researchers during these activities will be interpreting the various elements of the research study. Sometimes interpretation is also known as interpretivism which will also

be integrating various individual interests in this research study. Interpretivist research philosophy is very significant for any researcher as it helps them to discuss as well as analyze any research topic thoroughly while integrating the essential findings.

The researchers have to follow the interpretation philosophy hence the researchers have to follow a **deductive research approach** as this kind of approach is responsible for building a hypothesis that is based on the existing theory. This can be then used to design various research strategies to check the hypothesis. The main purpose to include this research approach is to conclude the existing discussion related to the title of the research study. However, the entire process kind of research has predominantly discovered the connection between the research topic as well as the research process (16). The researchers can now be able to completely utilize any kind of data or information as well as the researchers can interpret any information from those groups of data. The deductive research approach can easily create a

connection between the research methodology as well as the research objectives. This kind of approach can easily verify the importance of the research study and provide relevant information regarding the research topic.

The main purpose of the research methodology is to underline the complete process that has to be executed in forming a research strategy. The entire research process follows from a theoretical background of the research and its topic to the collection of data and information as well as to the analysis of them (25). As discussed previously in this section, the researchers have taken a deductive research approach to collect various data as well as information and will be able to understand the various methods to obtain appropriate results that have been collected from the research analysis. This is the main reason why the researchers have chosen an **explanatory research design** to understand the research topic and its purpose that the researchers have been executing through various research processes. This research design has been very significant and can effectively match all the criteria of various research questions. An explanatory research design depends on entirely explaining the car circumstances and the sources of data.

The research does not include any kind of numerical analysis and hence the researchers have to follow the **qualitative data collection method** to continue with the research as the main sources of data or information have been from various journals, books, articles, and scholarly studies, the data collection method has to be qualitative in nature that can have different case studies, focus groups, observations as well as future research (2.). This data collection method is mainly explanatory in its origin where the major concern is understanding as well as acquiring insights and analyzing the

underlying factors as well as different motivations. The main purpose to use qualitative data collection methods is to collect high-quality data and information which have been acquired through reliable platforms and sources.

Based on the above discussions in this research methodology and its various steps and methods the researchers have to rely on **secondary data collection sources**. There are no such activities involved that could support that the entire research team has been very dependent on secondary sources of data and information. The researchers have relied on all kinds of secondary sources such as different books, journals, and articles and have relied on Google scholar and statisya.com to collect various information related to the research study (24). The researchers have to gather various pieces of evidence and information from various online sources to maintain the accuracy of the research study. All the secondary sources of data and information collected are checked whether these sources are reliable, relevant according to the research topic, and up-to-date with the current date. The internet has been very significant in acquiring such a huge amount of secondary data which has helped the researchers to successfully continue their research.

The researchers have relied on **Convenience sampling** for this research study. This type of sampling is sometimes also known as availability sampling and it is a specific type of non-probability method of sampling which mainly collects data from those populations who are conveniently available for the study and are ready to participate in that (4). The researchers have deliberately chosen such a kind of sampling as this is very easy to access during the research process.

Criteria	Observation	Actions
Inclusion	Based on some type of criteria, it is observed that the criteria are appropriate as well as it is very beneficial for the researchers to critically analyze the information (11).	The researchers have been collecting various sources of data and information which are up-to-date and have been received from the timeline between 2019 and 2023 which is very significant for such a kind of research study.
Exclusion	It is observed that the sample size or the population selected for this research topic is excluded by applying this criterion.	To match this research topic as well as confirm all this in an exclusion criterion (8). While on the other hand, the researchers have found detailed peer studies which are collected from secondary sources of data and information.

Table 2: Inclusion and exclusion criteria

As the research study is based on secondary sources of data and information as well as the data is completely qualitative in nature, the researchers have chosen to implement **the thematic analysis**. Thematic analysis will be very significant in this research study which can be mitigated to fulfil all the research objectives that are very much dependent on this research analysis (3.). Thematic analysis is done by understanding various data and information collected from

various journals, books, articles, and scholarly studies that can provide the appropriate findings based on the research.

The researchers have been very careful as well as cautious while conducting this research study and have included various means to implement the features of **ethical considerations**. The researchers have maintained a sense of transparency and have provided proper references as well as evidence to justify their research (9). The researchers

followed the data protection act when they collected data and information.

RESULTS

The process of the use of various types of tools as well as techniques which are mainly digital in nature and allows any businesses that are affected by a means of transactions such as sales and purchases without any physical contact or participation or involvement to continue the process is known as electronic commerce or e-commerce. The segment is young tools that are operational for nearly three decades and have brought significant changes in the field of business (7). E-commerce has revolutionized the process of doing business

as there is no such headache to arrange the manufacturing of various goods or to introduce any kind of services along with that. The business strategies adopted by various e-commerce businesses have reduced the tasks of various businesses especially in the retail sector to look for marketing, distribution, and supply chain management as the e-commerce business takes care of all of these activities. Whether it may be B2B or B2C, the evolution of e-commerce platforms has been very significant in every society and various scenarios. E-commerce businesses have predominantly played a very significant role during the COVID-19 pandemic and various businesses have relied on such platforms to survive in the market.

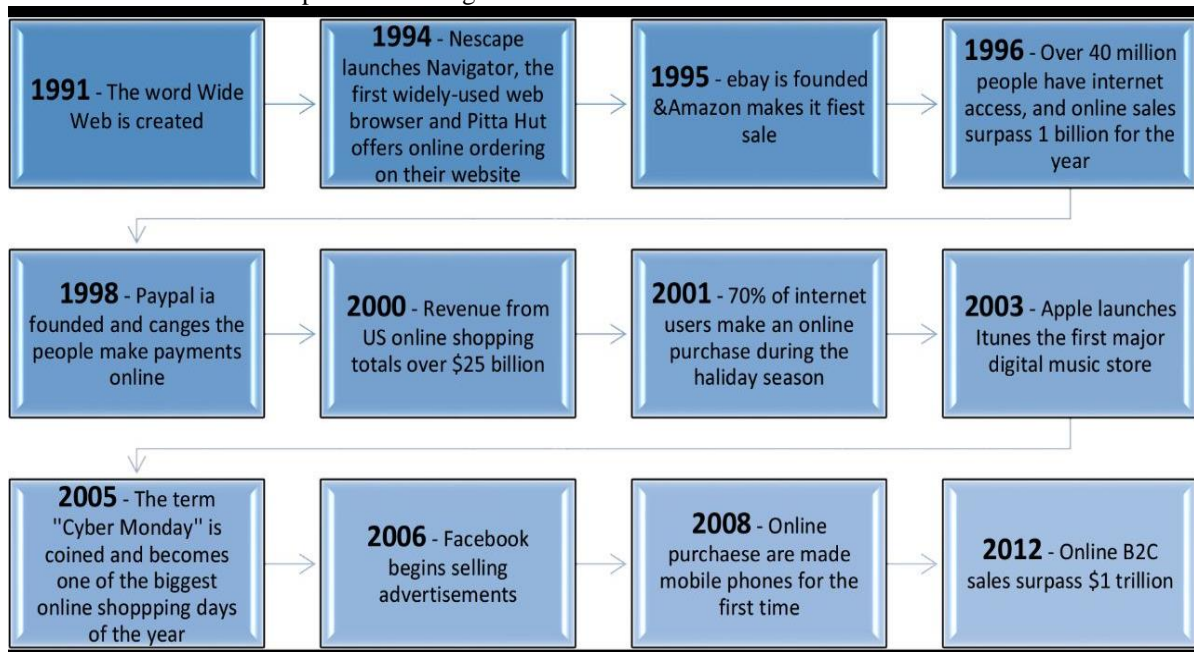


Figure: 2, The Evolution of E-Commerce (Tuomaala, 2022).

The above figure shows the various events that occurred during the evolution of e-commerce businesses which created a very significant impact on society worldwide. The development of e-commerce has been very significant for the last ten years where there were various business strategies to internationalize them as well as various tools that have been applied for the realization. However, the investment in e-commerce businesses has been very high and the profitability in this segment is not as possible as required (20). There are also security concerns regarding the operation of any e-commerce business where both the company as well as its customers have to face problems on various occasions as well as some experts argue that the activities of e-business can be imperative in the success. As argued by various

researchers during this study highlights that the serious risk, as well as disadvantage in any e-commerce business, is data privacy as all the details of the customers are stored digitally where the customer has to create a profile to avail various services provided by the e-commerce business. These profiles created by the customers contain various details such as name, phone number, email address, bank details, and many more which can be vulnerable to various kinds of data breaches and can be used by various criminals for evil purposes. Although there is such a risk, e-commerce businesses will evolve based on the changing scenarios and will be adapting various business strategies to make themselves sustainable and survive in the highly competitive market.

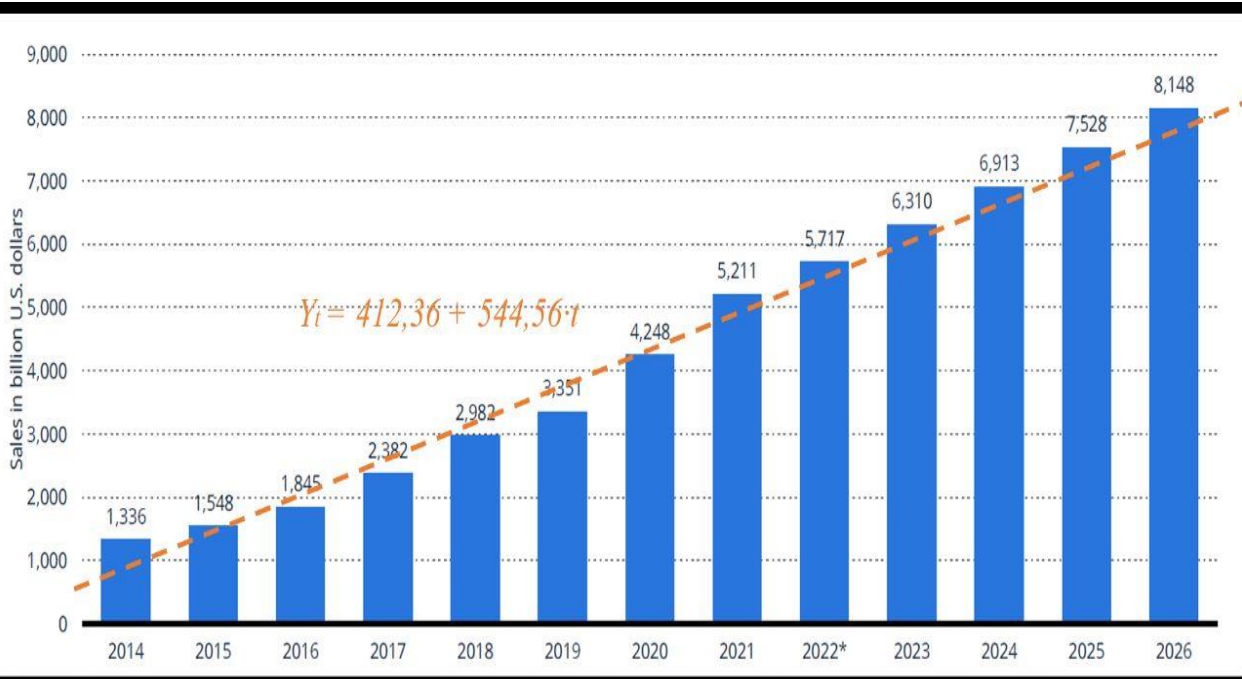


Figure: 3, Dynamics of retail e-commerce sales globally between 2014-21 along with a forecast from 2022-26 in billion US dollars.

(Source: Statista.com, 2022)

The above figure shows the sales in the e-commerce businesses globally dynamically. The impact of globalization has led to an increase in online transactions where the sales of dynamic retail e-commerce especially in the retail sector have seen significant growth globally (21). The graph shows that there is continuous growth, especially the sales globally between the period of 2014 to 2021 from \$1336 to \$5717 billion US dollars which is nearly 4.27 times. The trend line in the figure shows that the volume of retail e-commerce

sales has increased up to 412.36 billion US dollars. This graph also gives future highlights to the researchers as there will be continuous growth as predicted in the forecast up to 2026 as 8148 billion US dollars. This clearly shows that the future of e-commerce businesses is going to be more profitable in the upcoming decades.

E-Commerce Marketing strategies during industry 4.0

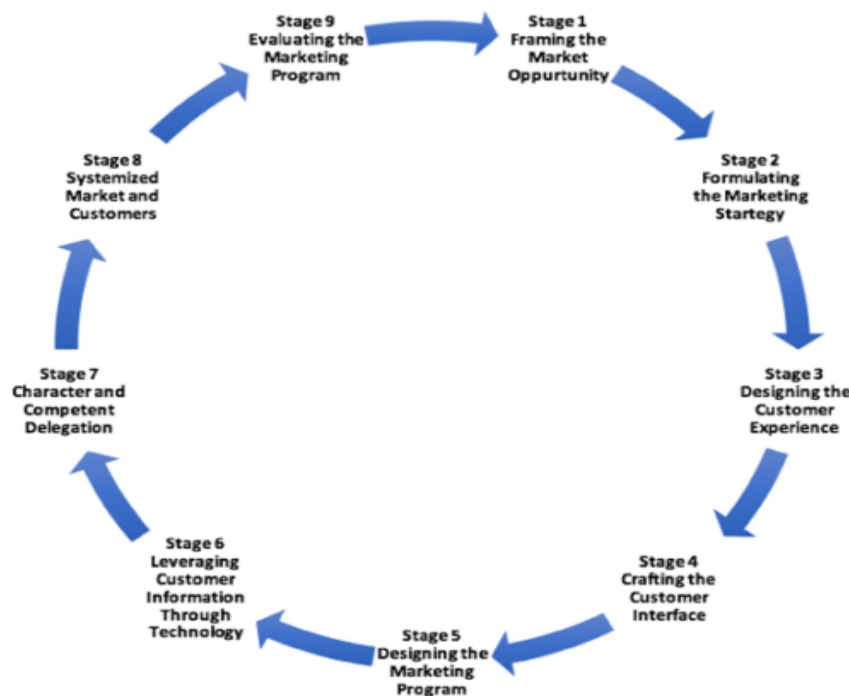


Figure: 4, Nine marketing strategies in industry 4.0 adopted by e-commerce businesses (Daries et al., 2020).

Marketing strategies have been one of the most significant business strategies developed by e-commerce businesses to internationalize themselves and to survive in the market. These strategies help them to approach the new market and attain a competitive advantage over rivals (6). There are various theories as well as models which help a company to achieve various goals during industry 4.0 in many cases. The above figure shows the nine stages adopted by e-commerce businesses to form strategies to improve their marketing to survive in the heavily competitive market in industry 4.0 in the world. Hence the nine steps of marketing strategies are very significant to survive in recent scenarios.

CONCLUSION

The entire research study implies that the e-commerce sector has always been considered one of the most important segments of business which will be evolving itself and adapting to different kinds of business strategies to Internationalize itself and to survive in the market. The application of technology and innovation has been very significant in the operations of every e-commerce business. Cross-Border E-commerce has become a very common phenomenon where the transaction will be digitized to make the process of both sales as well as purchases easier to operate. Various articles in the review articles sections give an idea of various sources related to the topic. The process filled in the research methodology played a very significant role in conducting the research study. The researchers have been able to understand that the prospects of the e-commerce businesses will be very effective and can help various other businesses to develop along with them.

REFERENCE

- [1] Abbasi, W.A. and Ali, T., 2020. Role of Augmented and Virtual Reality Marketing in Organizational Development. *Journal of Marketing and Management*, 11(1), pp.28-46. Available at: <https://gsmi-ijgb.com/wp-content/uploads/JMM-V11-N1-P03-Waqee-Ahmed-Abbasi-Virtual-Reality-Marketing.pdf>
- [2] Archibald, M.M., Ambagtsheer, R.C., Casey, M.G. and Lawless, M., 2019. Using zoom videoconferencing for qualitative data collection: perceptions and experiences of researchers and participants. *International journal of qualitative methods*, 18, p.1609406919874596. Available at: <https://journals.sagepub.com/doi/pdf/10.1177/1609406919874596>
- [3] Braun, V. and Clarke, V., 2019. Reflecting on reflexive thematic analysis. *Qualitative research in sport, exercise and health*, 11(4), pp.589-597. Available at: <https://www.tandfonline.com/doi/pdf/10.1080/2159676X.2019.1628806>
- [4] Burke, R.M., Killerby, M.E., Newton, S., Ashworth, C.E., Berns, A.L., Brennan, S., Bressler, J.M., Bye, E., Crawford, R., Morano, L.H. and Lewis, N.M., 2020. Symptom profiles of a convenience sample of patients with COVID-19—United States, January–April 2020. *Morbidity and Mortality Weekly Report*, 69(28), p.904. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7366851/>
- [5] Cha, H., Kotabe, M. and Wu, J., 2022. Reshaping Internationalization Strategy and Control for Global E-Commerce and Digital Transactions: A Hayekian Perspective. *Management International Review*, pp.1-32. Available at: <https://link.springer.com/content/pdf/10.1007/s11575-022-00494-x.pdf?pdf=button>
- [6] Daries, N., Cristobal-Fransi, E. and Ferrer-Rosell, B., 2020. Implementation of website marketing strategies in sports tourism: Analysis of the online presence and E-commerce of golf courses. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(3), pp.542-561. Available at: <https://www.mdpi.com/0718-1876/16/3/33/pdf>
- [7] Ferrera, C. and Kessedjian, E., 2019. Evolution of E-commerce and Global Marketing. *International Journal of Technology for Business (IJTB)*, 1(1), pp.33-38. Available at: <https://www.econstor.eu/bitstream/10419/194869/1/19113-78049-1-10-20190316.pdf>
- [8] Frisell, T., Jelinsky, S., Peterson, M. and Askling, J., 2019. THU0076 THE IMPACT OF VARYING EXCLUSION CRITERIA ON TREATMENT RESPONSE: REAL-WORLD EVIDENCE TO GUIDE THE DESIGN OF FUTURE CLINICAL TRIALS. Available at: https://ard.bmj.com/content/78/suppl_2/307.abstract
- [9] Hancock, J.T., Naaman, M. and Levy, K., 2020. AI-mediated communication: Definition, research agenda, and ethical considerations. *Journal of Computer-Mediated Communication*, 25(1), pp.89-100. Available at: https://scholar.google.com/scholar?output=instlink&q=info:oLCNk1H-1IwJ:scholar.google.com/&hl=en&as_sdt=0,5&as_ylo=2019&scillfp=16312697798841602258&oi=lle
- [10] Hånell, S.M., Nordman, E.R., Tolstoy, D. and Özbek, N., 2019. “It’s a new game out there”: e-commerce in internationalising retail SMEs. *International Marketing Review*. Available at: <https://www.emerald.com/insight/content/doi/10.1108/IMR-03-2018-0107/full/pdf>
- [11] Ibrahim, N.E., Burnett Jr, J.C., Butler, J., Camacho, A., Felker, G.M., Fiuzat, M., O’Connor, C., Solomon, S.D., Vaduganathan, M., Zile, M.R. and Januzzi Jr, J.L., 2020. Natriuretic peptides as inclusion criteria in clinical trials: a JACC: heart failure position paper. *Heart Failure*, 8(5), pp.347-358. Available at: <https://www.sciencedirect.com/science/article/pii/S2213177920300202>

- [12] *Internationalization business strategy via e-commerce* (no date). Available at: https://www.researchgate.net/profile/Alvaro-Dias-3/publication/356284618_Internationalisation_business_strategy_via_e-commerce/links/6194c49c07be5f31b78d5a59/Internationalisation-business-strategy-via-e-commerce.pdf?origin=journalDetail (Accessed: January 4, 2023).
- [13] Kwak, J., Zhang, Y. and Yu, J., 2019. Legitimacy building and e-commerce platform development in China: The experience of Alibaba. *Technological Forecasting and Social Change*, 139, pp.115-124. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7127782/>
- [14] Lee, J.Y., Yang, Y.S. and Ghauri, P.N., 2022. E-commerce Policy Environment, Digital Platform, and Internationalization of Chinese New Ventures: The Moderating Effects of Covid-19 Pandemic. *Management International Review*, pp.1-34. Available at: <https://link.springer.com/content/pdf/10.1007/s11575-022-00491-0.pdf?pdf=button>
- [15] Murdiana, R. and Hajaoui, Z., 2020. E-Commerce marketing strategies in industry 4.0. *International Journal of Business Ecosystem & Strategy* (2687-2293), 2(1), pp.32-43. Available at: <https://bussecon.com/ojs/index.php/ijbes/article/download/165/52>
- [16] Pearse, N., 2019. An illustration of a deductive pattern matching procedure in qualitative leadership research. *Electronic Journal of Business Research Methods*, 17(3), pp.143-154. Available at: <https://academic-publishing.org/index.php/ejbrm/article/download/1398/1361>
- [17] Qi, X., Chan, J.H., Hu, J. and Li, Y., 2020. Motivations for selecting cross-border e-commerce as a foreign market entry mode. *Industrial Marketing Management*, 89, pp.50-60. Available at: http://gala.gre.ac.uk/id/eprint/26792/17/26792%20CHAN_Motivations_For_Selecting_Cross-border_E-commerce_As_A_Foreign_Market_Entry_Mode_%28AM%29_2020.pdf
- [18] Tolstoy, D., Nordman, E.R., Hånell, S.M. and Özbek, N., 2021. The development of international e-commerce in retail SMEs: An effectuation perspective. *Journal of World Business*, 56(3), p.101165. Available at: <https://reader.elsevier.com/reader/sd/pii/S1090951620300936?token=94359045B2A6FF86A44BC8C6ECC31616EEA48F8AB33564E7829E0BA84DCE6ECA1BA8E558B704AAF871C0A35A980F5BC3&originRegion=eu-west-1&originCreation=20230104134528>
- [19] Troise, C., Battisti, E., Christofi, M., van Vulpen, N.J. and Tarba, S., 2022. How Can SMEs Use Crowdfunding Platforms to Internationalize? The Role of Equity and Reward Crowdfunding. *Management International Review*, pp.1-43. Available at: <https://link.springer.com/content/pdf/10.1007/s11575-022-00493-y.pdf?pdf=button>
- [20] Tuomaala, J., 2022. The evolution of e-commerce sector during the COVID-19 pandemic in Europe. Available at: <https://lutpub.lut.fi/bitstream/handle/10024/164989/Master%27s%20thesis%20-%20Jimi%20Tuomaala.pdf?sequence=1&isAllowed=y>
- [21] TURCAN, R. and TURCAN, I., 2022. The role of electronic commerce in the development of entrepreneurship through statistical analysis. Available at: <http://repository.utm.md/bitstream/handle/5014/21783/Conf-CSD-FIEB-2022-p73-78.pdf?sequence=1>
- [22] Van der Walt, J.L., 2020. Interpretivism-constructivism as a research method in the humanities and social sciences—more to it than meets the eye. *International Journal*, 8(1), pp.59-68. Available at: https://www.researchgate.net/profile/Ganesh-H-R/publication/364778900_Why_is_it_Called_Doctor_of_Philosophy_and_Why_Choosing_Appropriate_Research_Philosophical_Paradigm_is_Indispensable_During_PhD_Program_in_India/links/635a29706e0d367d91ce9d1e/Why-is-it-Called-Doctor-of-Philosophy-and-Why-Choosing-Appropriate-Research-Philosophical-Paradigm-is-Indispensable-During-PhD-Program-in-India.pdf
- [23] Wang, Y., Jia, F., Schoenherr, T., Gong, Y. and Chen, L., 2020. Cross-border e-commerce firms as supply chain integrators: The management of three flows. *Industrial Marketing Management*, 89, pp.72-88. Available at: https://eprints.soton.ac.uk/433955/1/IMM_accepted_version.pdf
- [24] Windle, J. and Silke, A., 2019. Is drawing from the state ‘state of the art’?: a review of organised crime research data collection and analysis, 2004–2018. *Trends in Organized Crime*, 22(4), pp.394-413. Available at: <https://prohic.nl/wp-content/uploads/2020/11/2020-08-05-StateOfTheArtOCOOverview.2019.pdf>
- [25] Wipulanusat, W., Panuwatwanich, K., Stewart, R.A. and Sunkpho, J., 2020. Applying mixed methods sequential explanatory design to innovation management. In *The 10th International Conference on Engineering, Project, and Production Management* (pp. 485-495). Springer, Singapore. Available at: https://www.researchgate.net/profile/Warit-Wipulanusat/publication/339667176_Applying_Mixed_Methods_Sequential_Explanatory_Design_to_Innovation_Management/links/5f1834b192851cd5fa3c0a66/Applying-Mixed-Methods-Sequential-Explanatory-Design-to-Innovation-Management.pdf