

Influence of the marketplace on the commercial performance of the company Gusto Amazónico in the district of Tarapoto

Diginomics.
2022; 1:37
DOI: 10.56294/digi202237
ISSN: 3072-8428

Influencia del marketplace en el desempeño comercial de la empresa Gusto Amazónico en el distrito de Tarapoto

Franko Raúl Salazar-Novoa¹  , Marco Armando Gálvez-Díaz¹  , Ángel Cárdenas-García¹  

¹Universidad Nacional de San Martín, Facultad de Ingeniería de Sistemas e Informática. Tarapoto, Perú.

Cite as: Salazar-Novoa FR, Gálvez-Díaz MA, Cárdenas-García Ángel. Influence of the marketplace on the commercial performance of the company Gusto Amazónico in the district of Tarapoto. Diginomics. 2022; 1:37. <https://doi.org/10.56294/digi202237>

Corresponding Author: Franko Raúl Salazar-Novoa 

ABSTRACT

This research aims to determine the influence of the marketplace on the commercial performance of the company Gusto Amazónico in the district of Tarapoto, 2020. According to previous studies, the following hypothesis is proposed: The marketplace significantly influences the commercial performance of the company Gusto Amazónico in the district of Tarapoto - 2020. The study presents a non- experimental cross-sectional design, so it is of a basic type of correlational level. The technique to collect data used was the survey that, through a questionnaire applied to 90 commercial transactions of the company, it was determined that the correlation that exists between the marketplace and job performance is positive and very high, achieving a correlation coefficient of 0,982. In such a way that the marketplace positively influences the commercial performance of the company Gusto Amazónico in the district of Tarapoto, 2020. In addition, the dimensions of commercial and electronic interaction are also positively related since the correlation coefficients obtained were 0,978 and 0,977 respectively.

Keywords: Marketplace; Business Performance; E-Commerce; Influence.

RESUMEN

Esta investigación tiene como objetivo determinar la influencia del marketplace en el desempeño comercial de la empresa Gusto Amazónico del distrito de Tarapoto, 2020. De acuerdo a estudios previos se plantea la siguiente hipótesis El marketplace influye significativamente en el desempeño comercial de la empresa Gusto Amazónico en el distrito de Tarapoto – 2020. El estudio presenta un diseño no experimental de corte transversal por lo que es de tipo básica de nivel correlacional. La técnica para recoger datos utilizada fue la encuesta que mediante un cuestionario aplicado a 90 transacciones comerciales de la empresa se determinó que la correlación que existe entre el marketplace y el desempeño laboral es positiva y muy alta logrando un coeficiente de correlación de 0,982. De tal manera que la el marketplace influye positivamente en el desempeño comercial de la empresa Gusto Amazónico del distrito de Tarapoto, 2020. Además, que las dimensiones de interacción comercial y electrónica también se relacionan positivamente ya que los coeficientes de correlación obtenida fueron de 0,978 y 0,977 respectivamente.

Palabras clave: Marketplace; Desempeño Comercial; Comercio Electrónico; Influencia.

INTRODUCTION

Over time, technology has become increasingly important in business competitiveness. Now, almost all companies use technology-based services to improve their sales and profitability.^(1,2,3) This research will discuss the marketplace, a service closely related to technology, as it is a tool developed to help companies grow.^(4,5)

The marketplace is an online store where companies offer their products for customers to view and purchase. Taking advantage of the fact that most people who want to buy a product first look for it on the internet, this is an opportunity that must be seized.^(6,7) A company without an online store is at a disadvantage compared to those that do, as it not only fails to promote its brand but also misses out on additional sales opportunities.^(8,9)

The current competitive environment forces companies to be more efficient, regardless of where they are located. This indicates a growing number of companies being created and closing down simultaneously.^(10,11)

This is due to problems such as the inability to enter new markets, management and financial costs, taxes, lack of knowledge about strategic planning, and difficulties in developing product and service strategies.^(12,13)

The company Gusto Amazónico has these weaknesses, either on a medium or large scale, which it intends to address in this study so that the company can continue to operate successfully and open up to the international market, thus providing a solid foundation for business decisions in the face of new technologies.^(14,15)

Business decisions are always made with information and communication technologies (ICT) in mind, which, since the 1990s, have provided an opportunity for expansion for businesses in the Peruvian business sector through the use of e-commerce.^(16,17) As stated in a study, e-commerce began in the 1990s when the Internet was fully implemented for commercial use.⁽¹⁾ Likewise, the use of the Internet and computers has accelerated e-commerce, giving it a place of importance and prominence.⁽²⁾

The research focused on micro and small enterprises (MYPES), which differ from small and medium-sized enterprises (SMEs). However, both have been considered an important part of the Peruvian economy for 30 years. This is demonstrated by the contribution of MSEs, which produce and contribute 47 % of GDP and employ more than 80 % of the workforce, while SMEs contribute 21,6 % of local GDP.⁽³⁾

The development of these two sectors of the national economy in recent decades has allowed them to consolidate as companies with growth prospects, and many have grown from small to medium-sized enterprises and from medium to large enterprises.^(18,19)

For advanced and developed countries, the advancement of e-commerce through the use of the internet has been very well exploited thanks to the availability of the respective channels and adequate infrastructure, together with a culture that has quickly adapted to the changes that have taken place.^(20,21)

Therefore, the development of ICT in society contributes to the economic growth of companies, and their efficient use provides opportunities for companies to increase profits and generate reliable operations.⁽⁴⁾

It is worth mentioning that e-commerce was created with aspirations for growth and innovation for MSMEs seeking organizational dominance, industry leadership, and acceptance of new technologies for their successful performance.⁽⁵⁾

In Peru, over the last four years, this type of e-commerce sales has been growing at an annual rate of 8 %. It is worth noting that sales reached US\$2 billion in 2015. Given this progress, Marcos Pueyrredon, global VP Hispanic Market at technology firm VTEX and president of the e-Commerce Institute, pointed out that Peru, like Colombia, has begun to react by becoming a leader in e-commerce in Latin America.^(22,23)

What is the influence of the marketplace on the commercial performance of the company Gusto Amazónico in the district of Tarapoto in 2020?

Objective

To determine the influence of the marketplace on the commercial performance of the company Gusto Amazónico in the district of Tarapoto in 2020.

METHOD

Materials

Desktop

- Notebook or field notebook.
- Pencil and pens.
- Eraser.
- Laptop.
- A4 bond paper.
- Hole punch.
- Folder.

Services

- Printing.
- Photocopying.
- Spiral binding.
- Binding.
- Physical and chemical analysis of soils.
- Transport.
- Posters.
- Gasoline.

Research methods

Participants

The general and commercial management of the company, both areas are made up of four people.

Instrument

Document analysis and bibliographic research.

Procedure

The work was based on basic experimental research, a paradigm that allowed us to make use of a wide variety of theoretical and instrumental resources.

Conducting the experiment

The company's financial and commercial statements were reviewed three years before and several months after the implementation of the marketplace solution.

Type and level of research

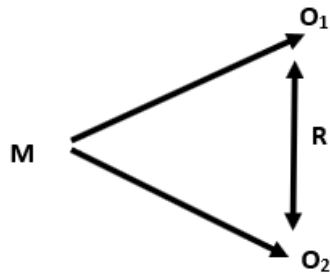
The research was basic in nature, as it was aimed at understanding, analyzing, and justifying a phenomenon, situation, or event, in this case, the research problem.

The level of research was correlational. The study responds to a correlational level, which sought to establish the degree of

relationship between the variables involved within the same research unit.⁽⁶⁾

Research design

In this research, a non-experimental cross-sectional design was used. The scheme employed is as follows:



Where:

M: Study sample.

O1: Marketplace.

O2: Commercial performance.

R: Relationship between O1 and O2.

Population and sample

The population is considered to be all sales corresponding to the year 2020, which amounts to 252 transactions.

The sample corresponds to 90 units.

Data collection techniques and instruments

The data collection method was surveys, and the instrument used was a questionnaire. This design included three phases to ensure its validity. First, existing literature was reviewed to provide a framework for previous research. Second, the instrument was developed considering the dimensions of the constructs from previous research and was finally validated by two professionals with backgrounds in systems engineering and computer science.

Data processing and analysis techniques

Data processing was carried out by entering the data into Excel; it was then processed using SPSS version 20, and finally, a descriptive analysis was obtained, i.e., tables and graphs.

RESULTS AND DISCUSSION

The application of the survey showed the following results:

Table 1. Survey results

No	Commercial	Electronic	Marketplace	Sales	Product	Performance
1	3	4	7	2	2	4
2	3	4	7	2	2	4
3	3	4	7	3	2	5
4	3	4	7	4	2	6
5	3	4	7	4	2	6
6	4	4	8	4	2	6
7	4	5	9	4	4	8
8	5	6	11	4	4	8
9	5	6	11	5	4	9
10	5	6	11	5	4	9
11	6	6	12	5	4	9
12	6	6	12	5	4	9
13	6	6	12	6	4	10
14	6	6	12	6	4	10
15	6	6	12	6	4	10
16	6	7	13	6	5	11
17	6	7	13	6	5	11
18	6	7	13	6	5	11
19	6	8	14	6	5	11
20	6	8	14	6	5	11
21	7	8	15	6	5	11
22	7	8	15	6	5	11
23	8	8	16	6	5	11
24	8	8	16	6	5	11
25	8	8	16	6	5	11
26	9	9	18	6	5	12
27	9	9	18	6	6	12
28	9	9	18	6	6	12
29	9	9	18	6	6	12
30	9	9	18	6	6	12
31	9	9	18	6	6	12
32	9	9	18	6	6	12
33	9	9	18	6	6	12
34	9	9	18	6	6	12
35	9	9	18	7	7	14

36	9	11	20	7	7	14
37	9	11	20	7	7	14
38	9	11	20	8	7	15
39	9	11	20	8	7	15
40	10	11	21	8	7	15
41	11	11	22	8	7	15
42	11	11	22	8	7	15
43	11	11	22	8	7	15
44	11	12	23	8	7	15
45	12	12	24	8	7	15
46	12	11	23	8	7	15
47	12	11	23	8	7	15
48	12	11	23	8	7	15
49	12	11	23	8	7	15
50	12	11	23	8	7	15
51	12	13	25	8	7	15
52	12	12	24	8	7	15
53	12	12	24	8	7	15
54	12	12	24	8	7	15
55	12	13	25	8	9	15
56	12	13	25	8	7	15
57	12	13	25	8	7	15
58	12	13	25	8	7	15
59	12	13	25	8	7	15
60	12	13	25	8	7	15
61	13	13	26	8	7	15
62	13	13	26	8	8	16
63	13	13	26	9	8	17
64	13	13	26	9	8	17
65	13	13	26	9	8	17
66	13	14	27	9	8	17
67	13	13	26	9	8	17
68	13	14	27	9	8	17
69	13	13	26	9	8	17
70	14	14	28	9	8	17
71	14	14	28	9	8	17
72	14	14	28	9	9	18
73	14	14	28	9	9	18
74	14	14	28	9	9	18
75	14	14	28	9	9	18
76	14	14	28	9	9	18
77	14	14	28	9	9	18
78	14	14	28	9	9	18
79	14	14	28	9	9	18
80	14	14	28	9	9	18
81	14	14	28	9	9	18
82	14	14	28	9	9	18
83	14	14	28	9	9	18
84	14	14	28	9	9	18
85	14	14	28	9	9	18
86	14	14	28	9	9	18
87	14	14	28	9	9	18
88	14	14	28	9	9	18
89	14	14	28	9	9	18
90	13	14	27	9	9	18

These results were analyzed and processed using Kolmogorov normality tests and Spearman's rho coefficient for interpretation in relation to the objectives.

Influence of the marketplace on commercial performance

According to table 2, it can be interpreted that the study

variables were not normally distributed, since the p-value (significance level) of the marketplace variable is equal to $0,000 < 0,05$. Similarly, in the case of the commercial performance variable, the significance level is equal to $0,000 < 0,05$. Therefore, to determine the influence of the marketplace on commercial performance, we needed to know the relationship

between both variables and, as they were not normally distributed, we applied Spearman's rho correlation coefficient.

Table 2. Normality test, the influence of the marketplace on commercial performance

Kolmogorov-Smirnov			
Statistic	gl	Sig	
Marketplace	0,887	90	0,000
Commercial performance	0,881	90	0,000

Table 3. Assessment of the marketplace variable

Rating	Quantity	Percentage
Strongly agree	20	22,5
Agree	25	27,50
Neither agree nor disagree (indifferent)	26	29,17
Disagree	8	9,03
Strongly disagree	11	11,81
Total	9	100,00

Table 3 shows that, with regard to the marketplace, 26 sales were rated as indifferent, 25 as agree, 20 as strongly agree, 11 as strongly disagree, and only 8 as disagree.

Marketplace

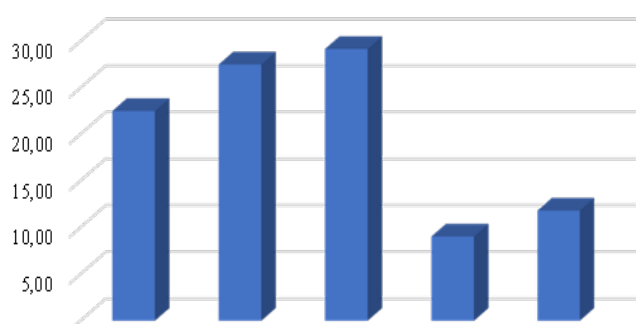


Figure 1. Relative assessment of the marketplace

In figure 1, regarding the marketplace, it can be seen that 29,17 % of the sample said they were indifferent, 27,50 % said they agreed, 22,50 % said they totally agreed, 11,81 % said they totally disagreed, and only 9,03 % said they disagreed.

Table 4. Assessment of the commercial performance variable

Rating	Quantity	Percentage
Strongly agree	41	45,68
Agree	47	51,85
Neither agree nor disagree (indifferent)	2	2,47
Disagree	0	0
Strongly disagree	0	0
Total	9	100,00

Table 4 shows that, in terms of commercial performance, 47 sales were rated as satisfactory, 41 as fair, and 2 as indifferent.

Desempeño comercial

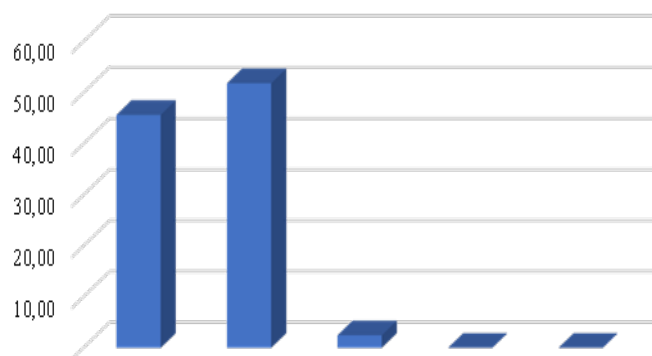


Figure 2. Assessment of commercial performance

In figure 2, with regard to commercial performance, 51,85 % agreed completely, 45,68 % agreed somewhat, and 2,47 % were indifferent.

Table 5. Relationship between the marketplace and commercial performance

Marketplace			Commercial performance	
Rho Spearman	Marketplace	Correlation coefficient	1,000	0,981**
		Sig. (two-tailed)	.	.
		N	90	90
	Commercial performance	Correlation coefficient	0,981**	1,000
		Sig. (bilateral)	0,000	.
		N	90	90

According to table 5, the p-value is equal to 0,000, which indicates that there is a correlation between the variables. It can also be seen that the correlation coefficient rho is equal to 0,981, indicating that the correlation is strong and positive. From this, it can be deduced that the marketplace has a positive influence on the commercial performance of the company Gusto Amazónico in the district of Tarapoto in 2020.

Relationship between commercial interaction and commercial performance

Table 6. Normality test, commercial interaction, and commercial performance

Kolmogorov-Smirnov			
	Statistic	gl	Sig
Marketplace	0,209	30	0,000
Commercial performance	0,211	30	0,000

According to table 6, it can be interpreted that the study variables were not normally distributed, since the p-value (significance level) of the Commercial Interaction dimension is equal to $0,000 < 0,05$. Similarly, in the case of the Commercial Performance variable, the significance level is equal to $0,000 < 0,05$. Therefore, to establish the relationship between commercial interaction and commercial performance, the Spearman correlation test was applied.

Table 7. Assessment of the commercial interaction dimension

Rating	Quantity	Percentage
Strongly agree	23	25,00
Agree	22	23,89
Neither agree nor disagree (indifferent)	29	31,67
Disagree	8	8
Strongly disagree	10	11
Total	9	100,00

Table 7 shows that, with regard to the commercial interaction dimension of the marketplace variable, 29 sales showed indifference, 23 total agreement, 22 agreement, 10 total disagreement, and only 8 disagreement.

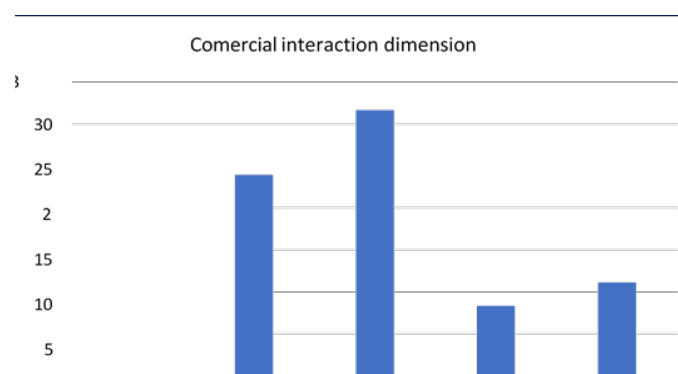

Figure 3. Assessment of the commercial interaction dimension

Figure 3 shows that, with regard to commercial interaction, 31,67 % were indifferent, 25 % totally agreed, 23,89 % agreed, 11,11 % totally disagreed, and 8,33 % disagreed.

According to table 8, the p-value is equal to 0,000, which means that there is a correlation between the commercial interaction dimension and the commercial performance variable. It can also be seen that the correlation coefficient rho is equal to 0,976, which indicates that the correlation is strong and positive.

Table 8. Relationship between commercial interaction and commercial performance

Commercial interaction			Commercial performance	
Rho of Spearman	Commercial interaction	Correlation coefficient	1,000	0,976**
		Sig. (bilateral)	.	.
		N	90	90
	Commercial performance	Correlation coefficient	0,976**	1,000
		Sig. (bilateral)	0,000	.
		N	90	90

Relationship between electronic interaction and commercial performance

Table 9. Normality test, electronic interaction dimension, and commercial performance

Kolmogorov-Smirnov			
Statistic	gl	Sig	
Electronic interaction	0,877	90	0,000
Commercial performance	0,881	90	0,000

According to table 9, it can be interpreted that the study variables were not normally distributed, since the p-value (significance level) of the Electronic Interaction dimension of the marketplace variable is equal to 0,000 < 0,05. Similarly, in the case of the Commercial Performance variable, where the significance level is equal to 0,000 < 0,05. Therefore, to establish the relationship between commercial interaction and commercial performance, Spearman's correlation test was applied.

Table 10. Assessment of the Electronic Interaction dimension

Rating	Quantity	Percentage
Strongly agree	18	20,00
Agree	28	31,1
Neither agree nor disagree (indifferent)	24	26,6
Disagree	9	9,7
Strongly disagree	11	12,5
Total	9	100,00

Table 10 shows that, with regard to the electronic interaction dimension of the marketplace variable, 28 sales were rated as agree, 24 as indifferent, 18 as agree, 11 as strongly disagree, and 9 as disagree.

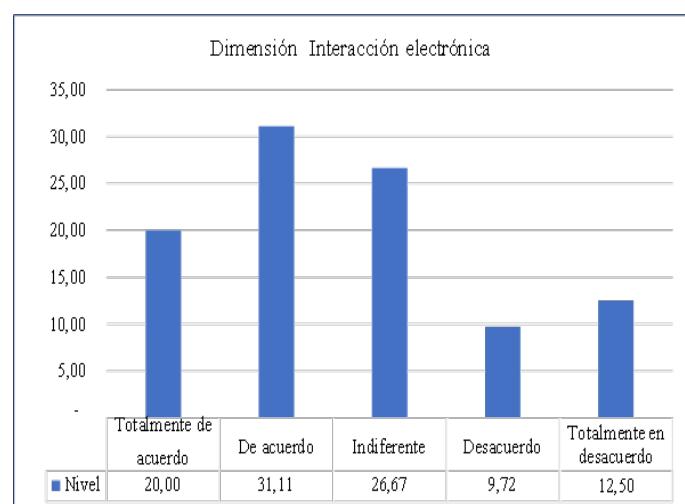

Figure 4. Evaluation of the electronic interaction dimension

Figure 4 shows that, with regard to the electronic interaction dimension, 31,11 % agreed, 26,67 % were indifferent, 20 % strongly agreed, 12,50 % strongly disagreed, and 9,72 % disagreed.

Table 11. Relationship between electronic interaction and commercial performance

Commercial interaction			Commercial performance	
Rho de pearman	Commercial interaction	Correlation coefficient	1,000	0,975**
		Sig. (bilateral)	.	.
		N	90	90
	Commercial performance	Correlation coefficient	0,975**	1,000
		Sig. (bilateral)	0,000	.
		N	90	90

According to table 11, the p-value of 0,000 indicates a significant correlation between the electronic interaction

dimension and the commercial performance variable. It can also be seen that the correlation coefficient rho is equal to 0,975, which indicates that the correlation is strong and positive.

DISCUSSION

This study determined the influence of the marketplace on the commercial performance of the company Gusto Amazónico in the city of Tarapoto. This means that online sales platforms are a strategic option for boosting the company's economy in collaboration with buyers who may or may not be from the same city, which is where the importance of their implementation as a strategic element in competitiveness lies.

In contrast, Costella et al.⁽⁷⁾ studied the marketplace in the leasing sector, defining it as a key factor for success in marketing and the development of long-term strategic alliances. The marketplace was necessary for market penetration and to increase the usability of the sales platform, achieving the highest number of active users. In terms of strategic alliances, it enabled them to deliver an unparalleled user experience, where uploading products to the platform and viewing balances and payments is simple, understandable, and fast. All of this allowed the company to generate revenue and achieve stable cash flow, reaching high levels of customers and frequency of use. This confirms that the marketplace helps the company's commercial performance.

Similarly, Tamayo⁽⁸⁾ concluded in his research that the marketplace helped a company in the auto parts industry generate value within the organization, allowing it to reinvent itself based on the needs of its customers, who demonstrate daily awareness of the costs of a product or service and demand quality. This is what the marketplace generates: healthy competition, where customers can search for prices and compare, which is why it is an advantage for companies that manage to implement it.

Similarly, Reydet⁽⁹⁾ concluded in his research that there is widespread interest among consumers in using a specialized web platform to buy handmade products. Therefore, the marketplace would create a meeting point between consumers and merchants, representing a real business opportunity.

Barrera⁽¹⁰⁾ also contributes to this research by stating that the marketplace could enable SMEs to participate in the digital market, providing facilities that do not require much technological knowledge, thus generating the capacity to create jobs, competitive advantages, and opportunities to improve their profits.

For their part, Egoavil et al.⁽¹¹⁾ concluded in their research that the marketplace is a new channel for marketing products and determined that it is viable due to the level of investment and positive returns.

In addition, Aliaga et al.⁽³⁾ proved in their research that e-commerce does influence the performance of micro and small enterprises in the textile sector of the Gamarra Commercial Emporium.

Finally, Maldonado⁽¹²⁾ concluded in his research that business opportunities abroad and through the internet are immense, with internet sales growth exceeding 30 % compared to Latin American countries. In addition, transportation costs do not represent an obstacle as long as the market is not oriented toward the continental market.

This demonstrates that commercial and electronic interaction are key elements within this system, enabling the implementation of the marketplace, which in turn has a positive influence on

commercial performance.

CONCLUSIONS

Regarding the influence of the marketplace on the commercial performance of Gusto Amazónico in Tarapoto, it can be concluded that the marketplace has a significant influence on commercial performance, as indicated by Spearman's rho statistical test, which yields a correlation coefficient of 0,982. Thus, we can say that the higher the level of the marketplace, the better the commercial performance of the company Gusto Amazónico in the city of Tarapoto.

Regarding the relationship between commercial interaction and the commercial performance of the company Gusto Amazónico, it was concluded that there is a positive and very high relationship, since the correlation coefficient was 0,978. This implies that the more work is done on commercial interaction, the better the commercial performance of the company Gusto Amazónico in the city of Tarapoto will be.

Regarding the relationship between electronic interaction and the commercial performance of the company Gusto Amazónico, it can be concluded that there is a positive and very high relationship, since the correlation coefficient was 0,977. This implies that as more work is done on electronic interaction, the commercial performance of Gusto Amazónico in Tarapoto will improve.

RECOMMENDATIONS

It is recommended that Gusto Amazónico invest in the marketplace because it is an effective way to improve commercial performance, which will consequently improve the company's income.

The general management of the company is recommended to focus on investing in commercial interaction, which will enable it to manage the company's administration effectively, thereby improving commercial performance. This is crucial, as commercial interaction is a key dimension in the company's success.

The general management of Gusto Amazónico is recommended to invest heavily in electronic interaction, implementing key strategies that will help the company's competitive positioning, since the results of this research show that electronic interaction is also a crucial element in the company's success.

FINANCING

None.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

AUTHORSHIP CONTRIBUTION

Conceptualization: Franko Raúl Salazar-Novoa, Marco Armando Gálvez-Díaz, Ángel Cárdenas-García.

Data curation: Franko Raúl Salazar-Novoa, Marco Armando Gálvez-Díaz, Ángel Cárdenas-García.

Formal analysis: Franko Raúl Salazar-Novoa, Marco Armando Gálvez-Díaz, Ángel Cárdenas-García.

Research: Franko Raúl Salazar-Novoa, Marco Armando Gálvez-Díaz, Ángel Cárdenas-García.

Methodology: Franko Raúl Salazar-Novoa, Marco Armando Gálvez-Díaz, Ángel Cárdenas-García.

Project management: Franko Raúl Salazar-Novoa, Marco Armando Gálvez-Díaz, Ángel Cárdenas-García.

Resources: Franko Raúl Salazar-Novoa, Marco Armando Gálvez-Díaz, Ángel Cárdenas-García.

Software: Franko Raúl Salazar-Novoa, Marco Armando Gálvez-Díaz, Ángel Cárdenas-García.

Supervision: Franko Raúl Salazar-Novoa, Marco Armando Gálvez-Díaz, Ángel Cárdenas-García.

Validation: Franko Raúl Salazar-Novoa, Marco Armando Gálvez-Díaz, Ángel Cárdenas-García.

Visualization: Franko Raúl Salazar-Novoa, Marco Armando Gálvez-Díaz, Ángel Cárdenas-García.

Writing – original draft: Franko Raúl Salazar-Novoa, Marco Armando Gálvez-Díaz, Ángel Cárdenas-García.

Writing – review and editing: Franko Raúl Salazar-Novoa, Marco Armando Gálvez-Díaz, Ángel Cárdenas-García.

REFERENCES

- Boen D. Comercio electrónico. México (MX): Thompson; 2004.
- Darch H, Lucas T. Training as an e-commerce enabler. J Workplace Learn. 2002; 14(4):148-155.
- Aliaga Castro D, Flores Acuña W. Influencia del e-commerce en el desempeño de las MYPES del sector textil peruano en el Emporio Comercial de Gamarra. Lima (PE): Universidad San Ignacio de Loyola; 2017.
- Piris L, Fitzgerald G, Serrano A. Strategic motivators and expected benefits from e-commerce in traditional organisations. Int J Inf Manage. 2004; 24(6):489-506.
- Kalakota R, Whinston A. Frontiers of electronic commerce. IEEE Trans Compon Packag Manuf Technol C. 1996; 19(4):430-440.
- Hernández Sampieri R, Fernández Collado C, Baptista Lucio P. Metodología de la investigación. 4.ª ed. México (MX): McGraw-Hill; 2008.
- Costella P, Trenkle D. Got it! Marketplace de arrendamiento. Santiago de Chile (CL): Universidad de Chile; 2018.
- Tamayo Aranda N. Propuesta de un modelo de marketplace basado en el B2B para el sector de las autopartes en Colombia. Bogotá (CO): Universidad Militar Nueva Granada; 2016.
- Reydet Rojas C. Evaluación de factibilidad técnica, económica y estratégica de implementar un marketplace de productos artesanales chilenos. Santiago de Chile (CL): Universidad de Chile; 2017.
- Barrera Contreras JK. Desarrollo de una plataforma e-marketplace para mejorar la participación de las pymes en el comercio digital. Lima (PE): Universidad Nacional Mayor de San Marcos; 2017.
- Egoavil Retuerto C, León Florián J, Minchola Gallardo J. Plan de negocio de marketplace online de fruta fresca para los mercados mayoristas de Lima Metropolitana. Lima (PE): Universidad ESAN; 2018.
- Maldonado Angulo M. Aprovechamiento de las oportunidades de mercado mediante el comercio electrónico para los productos tradicionales de la ciudad de Lamas. Tarapoto (PE): Universidad Nacional de San Martín; 2014.
- Aliyu M, Mahmood R. The moderating role of business environment in the relationship between entrepreneurial orientation and business performance among Nigerian SMEs. Jurnal Pengurusan. 2015;44:141-152.
- De la Garza M. Internet y comercio electrónico. México (MX): Compañía Editorial Continental; 2000.
- Greenberg P. Las claves de CRM: gestión de relaciones con los clientes. España (ES): McGraw-Hill; 2003.
- Holsapple C, Singh M. Toward a unified view of electronic commerce, electronic business and collaborative commerce: a knowledge management approach. Knowl Process Manag. 2000; 7(3):151-164.
- Kalakota R, Robinson M. e-Business: roadmap for success. Reading (MA): Addison-Wesley; 1999.
- Krishna A. An integrative review of sensory marketing: engaging the senses to affect perception, judgment and behavior. J Consum Psychol. 2012; 22(3):332-351.
- Laudon K, Guercio Traver C. Comercio electrónico: empresas, tecnología, sociedad. México (MX): Pearson; 2013.
- Laudon K, Laudon J. Sistemas de información gerencial. México (MX): Pearson; 2002.
- Musa H, Chinniah M. Malaysian SMEs development, future and changes on going green. Malaysia: Universiti Teknikal Malaysia Melaka; 2015.
- Swift R. CRM: cómo mejorar las relaciones con los clientes. México (MX): Pearson Educación; 2002.
- Tapscott D. Creciendo digital: el ascenso de la generación neta. Nueva York (NY): McGraw-Hill; 1998.