

E-BUSINESS TECHNOLOGY

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Abstract

In today's dynamic environment, where factors are changing rapidly and competition in the market is increasingly important, quality and information is much wilder and more unpredictable. Moreover, today's environment is overwhelmed by information, and it is becoming increasingly difficult to reach those who can improve their performance. Competitive analysis of e-shops in the food industry was carried out. There are many food websites in the online world, but only a small percentage of them can succeed. The paper focuses on the topic of e-commerce with a focus on building a quality e-shop. This article also aims to link e-commerce to e-commerce quality. The main focus of the thesis is research, research of literary and scientific sources. Competitive analysis was carried out in the e-shop with groceries. This information will be further used in my doctoral thesis, which deals with building a quality e-shop in the food industry. Using the research results, it will be possible to make recommendations to other Internet businesses, but the specific methodological model of website tool implementation will be suitable for e-shops. In companies, the importance of e-commerce in web quality is underestimated. This can lead to a drop in sales or a loss of competitiveness.

Keywords: internet, e-shop, websites, customer, e-commerce, e-business

1 INTRODUCTION

Companies invest millions of euros in information technology to build process capacities and increase their competitiveness. However, not all investments in E-business generate the expected results. This situation requires managers to carefully assess all their investments in E-business. It remains unclear whether and how investment in e-business affects a wider set of operational capabilities and performance over time. Given that E-business and operational capabilities, together with their relationship and impact on business performance, can be dynamic, there seems to be a significant gap.

E-business technology can improve the business management system by enabling real-time information exchange across the supply chain. However, e-business techniques are becoming commodity and can be affordable for most large businesses, which can reduce their potential to generate operational benefits over time. This leads to our first question: How does investment in e-business technology affect your company's business management system over time? The company's operational capabilities can be improved with time and experience. Earlier developers of operational capabilities through early investments in e-business technologies can achieve greater competitiveness due to longer duration and experience in developing their operational capabilities. This leads to our second question: Initial and subsequent investments in e-business technologies result in differences in the impact of traffic management on the competitiveness of a business over time? The main aspect is to examine the evolution of the impact of e-business technologies on operational competencies and solid profitability over time. Early development of IT-enabled operational capabilities increases business profitability as the company has more time and experience in developing its operational capabilities.

For example, some companies use social media web tools such as LinkedIn, Facebook, and Twitter to get a functional managerial talent that matches the profile needed to design a talent

foundation. Web technology enables the company to realize planning and flexibility in the workplace to maintain operational talents and provide reliable information on goal completion, performance evaluation and career planning to develop and maintain operational talent. Finally, using Web-based business applications allows you to better perform operational routines and deliver products to markets for operational excellence.

We also predict that the positive impact of e-business technologies on operational competencies may decrease over time for two reasons. First, further investments in e-business technologies (after investments in previous periods) may reduce operating marginal revenues. Second, e-business technology was a commodity and can be affordable for most businesses. Subsequently, downstream companies can learn to invest in e-business technologies and develop e-business capabilities that can convert e-business technology into a non-unique / imitable ability, and its impact on operational competencies may diminish over time.

Bednářová and Parmová (2010) said trade as an independent economic activity originated already on the border of family and slavery society after the crafts were separated from agriculture. A simple commodity exchange was transformed into a money exchange, where the aim of the exchange was to obtain another product. The need for a mediator of economic transactions led to the emergence of trade, traders." The exchange of products, goods, gradually switched to exchange for money. As Jiří Jindra states, Retail Management trade is a link between production and the consumer. Similarly, wholesale is a link between production and retail, respectively. trade can be understood in two ways - in a broader sense as an activity and in a narrower sense as an institution." (Bednářová & Parmová, 2010)

1.1 Importance, history and function of trade

Sedláček said „trade as an activity involves the purchase and sale of goods, but business activities may also be engaged by manufacturing entities. In addition, trade includes activities in which services, information, energy or securities are traded. Trade as an institution is made up of entities that deal mostly with trade, but also those purchasing physical goods for resale without undergoing a major adjustment." Trade in physical goods can be further divided into two parts, namely consumer goods (final consumer goods) and goods for other business (run by commercial companies and manufacturing companies). Turban presents „the main functions of trade, i.e. requirements of business partners to the level of business activities, are the conversion of the product range to the business range, overcoming the differences between the place of production and the point of sale, overcoming the difference between the time of production and purchase of goods."

1.2 E-Commerce

An electronic transaction is the sale or purchase of goods or services via computer networks designed to receive or issue orders. Goods or services are ordered through these networks, but payment and delivery need not be made online. The transaction may take place between entrepreneurs, households, individuals, the government and other public or private organizations.

Paris (2016) presents „the second version of the OECD definition. This differs only in the substitution of an electronic transaction for an internet transaction and the purchase or sale of goods and services is done via the Internet."

According to author Kim (2018), „the history of Internet business begins around thirty years ago. Back then, it was more of a way to facilitate business transactions through electronic channels. One of the first ways of doing business in the Internet field was the commercial introduction of intranet in the 1980s, i.e. hardware and software technologies associated with

TCP / IP protocol into the company's internal information systems.” Thus, it was a way of making money “around the Internet”, but so far only as a result of the installation of these technologies, not as a result of their operation. Extranet applications, networks interconnecting individual intranets, could build on intranet systems. In practice, these were mainly EDI (Electronic Data Interchange) systems, i.e. a system for the automated exchange of structured documents such as invoices, and EFT (Electronic Funds Transfer), a similar system for the exchange of information on financial transactions. In the 1980s, however, these systems only succeeded in larger companies with a large volume of business transactions, due to the high cost of deployment of these technologies.

Oliveria (2017) said, in 1991, the National Science Foundation lifted its ban on the commercial use of the Internet. This, together with the cheaper computing in the 1990s, "opened the floodgates" to a huge wave of interest in the Internet and making it accessible to ordinary users and smaller businesses.” This has brought with it the rapidly advancing commercialization of the Internet. Initially, companies used the Internet as a mere whiteboard for presenting their own products. However, as the network grows, more sophisticated, not only graphically attractive, sites are emerging, with security systems for accepting online purchases and integrated databases collecting customer information - the first e-commerce is being created. In connection with human typically continuous thinking and the innate tendency to use new technologies initially in a way corresponding to the use of existing technologies, e-shops can be considered as the first phase of e-business.



Fig. 1 – E-commerce platform. Source: Communixlab Digital Marketing Academy (n.d.)

1.3 E-business vs. E-commerce

These two terms are used as synonyms in everyday life, but there is a difference in meaning between them. Cheung (2016) describes „in the Czech environment, the term electronic commerce is perceived either in terms of all business activities, which include both operational and technical-logistic activities (e-business), or in the narrower sense, whose content is the exchange of goods and services for equivalent value between individual sellers and buyers, respectively. (e-commerce).” Following this concept, according to Piyush (2016), e-commerce can be described as a subset of e-business. Thus, e-commerce primarily includes activities related to the purchase and sale of goods, customer service and distribution of goods, while e-business is a much broader concept that encompasses many other business-related activities

using modern digital technologies. For example, EUROSTAT defines e-commerce in its methodological documents as various transactions carried out via a computer-mediated network that involve the transfer of ownership or rights of use of goods or services.

According to Fleisch (2015), „e-business, as an e-business in its broadest sense, is something with hard-to-determine boundaries. With today's very dynamic development in this area, new applications and opportunities for their successful business are constantly emerging. In general, e-business can be described as a way to facilitate communication with partners, how to achieve savings by using an effective common (electronic) language, how to communicate with anyone and from anywhere, significantly reducing transaction costs.” Petit (2019) said „businesses can also benefit from engaging in e-business by streamlining administrative operations, managing their business more efficiently, and communicating with partners, authorities, and the public, all of which can mean cost savings or cost savings. competitive advantage over competitors.” Chao (2016), in a broader definition, „refers to an electronic transaction as the purchase or sale of products and services between entities through computer networks, delivery can be done online or offline. This concept also includes forms of e-commerce that have nothing to do with the Internet – e.g. teleshopping.” A narrower definition refers to an internet transaction and, in contrast to a broader definition, confines it to the medium of the Internet. Thus, e-business (in a broader sense) is not the same as Internet trade, although it is the most significant and increasingly important part.

The OECD, like many other authors of Wang (2018), „distinguishes types of e-commerce by supplier and customer entities (and their denominations from English names). The most common distinction is between two basic entities on each side, entrepreneurs (B - business) and consumers (C - consumer), sometimes joined by the government (G - government).” The main types of e-commerce are: **B2C (business to consumer)** - sales of goods and services from entrepreneurs to end consumers. It is associated with the concept of e-shop and is a kind of alternative to the classic "stone shops". It is the most conspicuous form of e-commerce for the average Internet user. **B2B (business to business)** - sale of goods and services between business entities, not intended for final consumption. As far as the volume of transactions is concerned, it is certainly the largest type of e-commerce. For example, in 2005, 93% of turnover generated through computer networks in the EU-25 was from B2B transactions. **C2C (consumer to consumer)** - sales of goods and services between consumers. These include mainly electronic auctions (e.g. e-bay.com, aukce.cz, etc.), various consumer advertisements and some other forms of trade.

This chart displays the share of enterprises that realized B2C e-commerce sales through a website in the Czech Republic from 2013 to 2018. In 2018, 16 percent of enterprises in the Czech Republic made B2C e-commerce sales by a website.

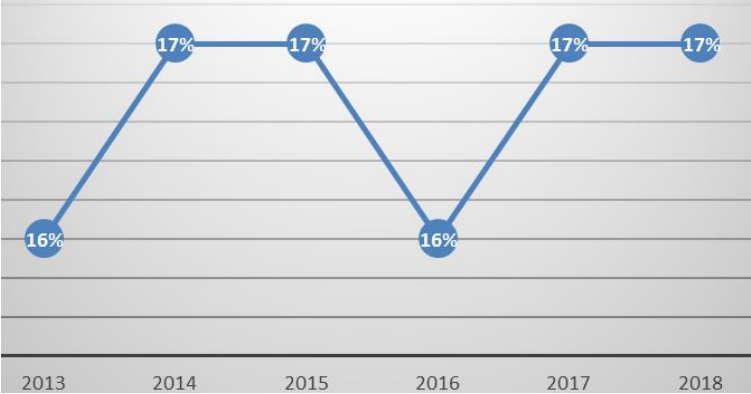


Fig. 2 – Share of enterprises that make B2C e-commerce sales by a website. Source: own research

C2B (Consumer to Business) - this is again a of goods and services to final consumers, but the initiative is based on the consumer, where specific demand is located somewhere on the Internet. The manufacturer (if able and willing) will satisfy it, either by itself, or it is forwarded to him by an intermediary server that acts as an aggregator of these requests.

Piyush (2016) said ..in another form of C2B, Zhou advocates providing the computing power of a consumer's computer to a businessman for remuneration. C2G and G2C (Consumer to Government and vice versa) - includes mainly the purchase of certain goods or services by a citizen from the state, respectively. payments by a citizen of the state, e.g. various taxes.” For the purposes of this work, I will consider e-commerce within the meaning of the OECD's narrower definition, i.e. e-commerce, and will focus specifically on B2C.

1.4 Current state and trends in e-commerce

According to some authors, including Kozinets,, „we are currently somewhere between the second and third stages of e-commerce development, i.e. maturation, respectively maturity. The second stage of e-commerce can be talked about since 2001, and the “dot-com crash”, or “internet bubble burst”, is identified as the border point.” The Internet Fever or the Internet Bubble is a sign of a period of massive boom for Internet companies that did not have a sophisticated business model and soon went bankrupt but managed to attract massive investments. This period lasted approximately from 1996 to 2001, with the peak of investment in 2000. In 2001, the so-called internet bubble burst and overvalued shares lost their value. Internet fever has hit most the United States and other Western countries. In the Czech Republic, it manifested itself in the establishment of portal servers such as Redbox.cz, Quick.cz and other smaller ones.”

Chen said „in general, today's situation in the field of e-commerce is seen as a kind of market stabilization and consolidation process, which is still experiencing significant growth and more is expected. However, the main players in the field of e-commerce, giants such as Google or Microsoft, who share a substantial part of the Internet among themselves.”

1.5 The global trend of e-commerce

Online retail again jumped in numbers, both worldwide and in our country. Humair presents „APEK informed in October that “Czech e-shops are doing well. Also, in 2018, they will probably achieve annual turnover growth of more than 15%. As a result, they will exceed 11% of the total retail business in the Czech Republic. “At least once a year, they buy 90% of Internet users online. 53% of us do this at least once a month. B2B purchase is growing. We are also increasingly ordering from mobile. The differences between retail and digital are blurred. These are the trends we feel as sellers and consumers.

2 WEBSITE

2.1 Analysis of web activities

By traffic we mean any activity that the user on website. Activity analysis means monitoring individual activities user steps, tracking of incoming links, commercial feedback campaigns. Data from web activity analysis is used for subsequent decision making and streamline the website, but also the whole marketing. In the case of web presentations already operating on the Internet, it is recommended work with data from at least one past year. The output of web analysis is knowledge of whether the site meets expectations and goals business. To measure the effectiveness of Internet marketing, there are several on the market tools that allow for detailed evaluation of deadlines and based on which can roughly determine your return on

investment for paid campaigns. In the world, the term “ROI - return on investment” is widely used

Capture users with web analytics tools several key aspects:

- a) How long the user spent on the site;
- b) Which sections attracted the visitor most;
- c) Where the user visited our site;
- d) Whether it is an existing or a new visitor;
- e) The number of pages visited per visit;
- f) On which pages the visitor leaves the site;
- g) Which keywords led the visitor to the site;
- h) Tracking the progress of an order in the case of an e-shop.

2.2 Website analysis

Falk (2015) said „user testing is probably the most practical way of exploring a website, as it draws conclusions based on the behaviour of real web users led by a specialist in a pre-prepared scenario.”

User testing typically consists of the following steps:

- 1) Definition of the target group;
- 2) Preparation of testing scenario and selection of suitable methods;
- 3) Selection and Invitation of Testers (Persons Involved in Testing);
- 4) Performing user testing;
- 5) Evaluation of obtained materials;
- 6) Creating the final report.

According to the author Grossnickle „the actual process of testing consists in guiding the user according to a pre-created scenario and recording his activity. The recording usually takes the form of an audio and video recording, a text recording, and possibly 10 recording of all the events on the screen during testing.” As is clear from the very nature of user testing, this method is best suited for verifying specific solutions and generally the "soft" features of a website - those that cannot be strictly assessed as right / wrong. This group typically includes usability and specific user interfaces. However, user testing is also often used for practical verification of website accessibility or for assessing its business and marketing persuasiveness. Especially when it comes to website usability, user testing uses several tools - besides the most common practical scenario browsing, it is a test of the clarity of terms taken out of the context of the web, blind screen testing or visual memory test.

2.3 Statistic methods

Escobar-Rodríguez (2017) said „the use of statistical methods is the most common for websites for traffic analysis. Usually, specialized software tools are used for this purpose, combining measurement, analytical and presentation functions. An example of such a tool is the free Google Analytics⁷ or paid ClickTracks⁸ software.” The following analytical procedures in the area of statistics are the most widespread:

Time series analysis - the time dimension plays a major role in visitor statistics. It is important when comparing periods, monitoring trends, averages over selected periods, and assessing seasonal fluctuations. That is why the methods of time series analysis are used very often - typically they are moving averages, seasonal data adjustment or prediction of further development.

A / B testing - consists in the preparation of two or more variants of the test object (in our case typically a specific website) and subsequent presentation of these variants to users, while monitoring and statistically evaluating the success of each of them. The prerequisite for successful A / B testing is that:

- 1) the test groups were the same size,
- 2) the test groups were homogeneous,
- 3) participants in each group were randomly selected,
- 4) The whole measurement was valid and reliable.

Falk (2015) said „A great advantage of A / B testing is quality results at relatively low cost. It is possible to use already prepared unpaid tools (e.g. Google Website Optimizer¹⁰), so the biggest cost remains to create an alternative version of the tested page. The fact that A / B testing can be performed in full operation is also an advantage.” On the other hand, a relatively significant limitation is that in order to achieve quality and relevant results, we need to change only one element at a time, because combinations of multiple changes cannot be demonstrably evaluated.

2.4 Correlation analysis

According to Gregory (2017) „tracking interdependencies between indicators is similar to time series analysis as one of the main activities in traffic analysis. For example, we may be interested in the dependence of the site conversion rate¹¹ on the total number of visitors, the relationship between the conversion rate and each traffic source (direct access, referral visits, search engine access, etc.), or characteristics from which.”

2.5 Website analysis

Web as a part of company marketing according to Grossnickle „the website (in the sense of the website) is one of the company's basic marketing tools today. It has inherently become a part of several components of the marketing mix¹³ - at least in the field of promotion and distribution. For many companies, however, the product itself and its pricing policy are highly dependent on the Internet, and in such a case, the marketing mix is fully affected by the website.” When we talk about engaging the website in corporate marketing, we should focus more on its specific part - internet marketing. It is from the perspective of Internet marketing that websites can be viewed in two ways, each with its own proponents and opponents:

- 1) Websites as part of Internet marketing and one of the Internet promotions channels;
- 2) Website as a separate entity for the promotion of Internet marketing.

Whichever definition we choose, it is evident that without a website, almost no company can do marketing today.

2.6 Analysis of competition

Jo (2019) said „although most companies know their competition, not all of them realize that with the spread of information technology, competition is no longer taking place "only in the

streets" and through price wars or product innovations, but also in the Internet, playing more than anywhere else. The role of a creative approach to sales and promotion, distinct from others and a distinctive style." It is here that firms that have little (or even no) background in the "stone world" and are often equal competitors to large corporations with many years of history are emerging.

In order to find out who is our competitor on the Internet and in what area we are competing with it, we should take the following steps as described by Hitpass (2019):

- 1) **Analysis of results in full-text search engines** - this consists of searching for queries that are relevant to our field of activity in the most used search engines. From the highest displayed results, you can then list links to specific competing websites.
- 2) **Analysis of results in commodity search engines** - if we sell some goods, it can be assumed that our competitors use commodity search engines (e.g. Zbozi.cz, Heureka.cz, etc.) to bring visitors to the website. Therefore, we should also look for competitors through appropriate queries.
- 3) **Finding Competitors in Internet Catalogues** - When browsing general (e.g. companies.cz) and specifically targeted (e.g. topobchody.cz focused on e-commerce) company catalogues, we often come across our most important competition.
- 4) **Analysis of page links** - as websites are traditionally linked by hyperlinks on the Internet, we should examine outbound links in the group of previously found sites (see the previous three points) that can bring us to other competing websites.
- 5) **Examining the content of found sites** - Once we have an initial list of possible competitors, we should thoroughly investigate the sites they contain to verify that they are really competitors. Previous analysis could have led us to commercial and non-commercial, sales and content sites, and it can be assumed that only a fraction of them actually compete with us in the same area.
- 6) **Finalize the list for further processing** - In the final step, we should sort the sites into a final list that is suitable for further use. Typically, at this stage, additional information is added to the site to help us further analyse - such as the name and contact details of the provider, factors affecting search engine placement (Google Toolbar Page Rank14, Srank15, backlinks, etc.), ideas, and other notes.

This could look like the output of competitive analysis for the website www.rohlik.cz. Specific data collected for each e-shop with food should be selected according to the purpose of the analysis and its expected further use.

Tab. 1 – Competitive analysis. Source: own research

Online food	URL	Availability	S-rank	GTPR	Number of back links
Rohlík	https://www.rohlik.cz/	Praha, střední Čechy, Brno, Pardubice, Hradec Králové, Plzeň, Liberec, Jablonec nad Nisou.	65	6/10	12 382
Košík	https://www.kosik.cz/	Praha, střední Čechy, Pardubice, Chrudim, Hradec Králové, Plzeň, Liberec, Jablonec nad Nisou, Ústí n. Labem, Teplice.	82	4/10	157
Tesco	https://www.itesco.cz/	Praha, střední Čechy a okolí, Brno, Blansko and surroundings, Břeclav, Hodonín and surroundings, Pardubice, Hradec Králové a okolí, Mladá Boleslav and surroundings	40	5/10	754

Workflow - the following search engine queries were used in the analysis:

- a) about buying food online;
- b) for home food;
- c) Import of food.

This information was discovered by researching the sites found and by:

- a) Search Status16 extension for Firefox to detect Google Toolbar Page Rank.;
- b) H1.cz SEO extension17 for Firefox to detect S-rank;
- c) The query "link: required URL" to determine the number of back links of each website in the search engine.

3 CONCLUSION

The Czech customer is relatively conservative, distrustful and price-oriented. Many online shoppers are willing to partially sacrifice their convenience (e.g., going to the store, to the post office) to save money. Furthermore, there is still persistent mistrust or insecurity when shopping over the Internet and especially when making online payments in advance. The most difficult step in relation to the customer seems to be the first contact with him or to convince him to make his first purchase. If this online store succeeds, including a hassle-free transaction of merchandise and payment, it is very likely that repeat purchases from the same customer can be expected. A large number of customers orient themselves according to their own experience or recommendations of other persons and at the same time the so-called banner blindness is confirmed. Thus, the less effective forms of promotion such as viral marketing, indirect marketing or SEO seem to be the most effective forms of promotion. At the same time, two groups of customers are profiling highly price-oriented customers willing to compromise on their convenience and, on the other hand, customers who prefer the convenience of buying over a low price. In the distribution area, a differentiated approach to each of these groups is needed, or at least a set of conditions that allows the customer to choose according to his preferences.

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