

## Exploring the Perspectives of Trade Professionals on E-commerce for Order Management

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### ABSTRACT

**Background:** E-commerce is an important means of trade, which allows quicker and efficient order management, particularly in such developing nations as Nepal. It is critical to understand the view of trade professionals regarding the online management of orders in order to embrace the concept of digital transformation in trade practices.

**Methods:** This research surveyed 51 trade professionals in Nepal in order to determine how they saw e-commerce in order management. The data were obtained with the help of structured questionnaires and analyzed with descriptive statistics and independent samples t-test in order to compare the two genders.

**Findings:** The majority of the respondents perceived e-commerce systems to be useful in easing order handling, accelerating cross-border orders, minimizing shipping mistakes, boosting tracking and communication, as well as customer satisfaction. Even though there was a marginally better positive perceptions among females as compared to the males, the difference was not significant.

**Conclusion:** Nepalese trade practitioners overall are positive opinions about e-commerce using to manage orders, and there are no significant differences between the genders. These results indicate the need to encourage digital solutions in enhancing trade efficiency and competitiveness in Nepal.

Keyword: E-commerce, Order Management, Trade Professionals, Online Trade Systems, Gender Differences

## **INTRODUCTION**

Electronic commerce or e-commerce is the act of purchasing and selling products and services online. It enables individuals and companies to conduct transactions through the internet, without necessarily having to deal with each other face-to-face or in physical outlets (Ortiz Betancourt, Meza Téllez, and Terrones Castro, 2017; Gupta et al., 2023). Using the e-commerce platforms, consumers have the ability to research on products, order, pay and monitor the delivery of goods and services at the comfort of their homes. It is also beneficial to businesses in that there is an increase in the range of its audience, the 24/7 operation and minimizing overheads. E-commerce may be in various forms, including Business-to-Consumer (B2C) where companies are selling directly to customers (e.g., Daraz or Amazon), Business-to-Business (B2B) where companies are selling to other companies, and Consumer-to-Consumer (C2C) where individuals are selling to other individuals using eBay or Facebook Marketplace.

E-commerce contributes greatly to the efficiency and faster and structured nature of work of the trade professionals. Importers, exporters, logistics operators, business owners, and supply chain managers are some of the trade professionals who use different tools and systems in managing day-to-day operations (Vatovec, 2011). E-commerce is a digital platform that aids them in managing orders, payment, inventory and delivery processes with less errors. Among the greatest benefits associated with e-commerce to the trade professionals is the fact that it simplifies and accelerates the entire trade process. All steps can be carried out online from the reception of the order up to the delivery. This will minimize paperwork and manual labor. Traders now have the opportunity to regulate and track various processes, including order tracking, inventory, payment updates, and shipping schedules with the help of a single online platform (Reinartz et al., 2019; Ugbebor et al., 2024). Totality of e-commerce also enhances communication between different trade parties. The platform can keep buyers, sellers, delivery companies and the warehouse staff connected as well as informed. There is automation of notifications, updates of orders, and tracking of status to ensure that everyone is on the same page. This minimizes the number of misunderstandings, delays, and confusion (Ranieri et al., 2024). The other significant advantage is that e-commerce enhances accuracy in trade activities. The possibility of making mistakes is reduced since most of the tasks are dealt with by systems as opposed to manually. It will assist trade professionals in preventing the problems with the wrong orders, late deliveries, or records. Business reporting becomes more efficient as well because it is simpler to keep and check online when there is a need to (Rachinger et al., 2019; Thanasas et al., 2025). Another aspect in which e-commerce aids trade professionals is time management. The system is 24-hour running and orders can be placed, processed and tracked at any given time. This will save time on the part of the customer and the business. E-commerce websites also come in handy when dealing with high

quantities of orders without strain due to the fact that they actually facilitate high volumes of transactions automatically (Parikshith G & Natesan, 2023). Also, e-commerce assists the trade professionals in making better business decisions besides enhancing daily work. By having real-time data and reports, they are able to track the trends of the sales, customer behaviour, as well as the stock performance. It assists in future strategies and enhancing performance of business (GhorbanTanhaei et al., 2024). Another aspect of e-commerce that facilitates growth and international trade is linking trade experts to the buyers and sellers in various regions. Companies are able to stretch their presence, without the physical presence in other places. It opens up new opportunities and assists trade professionals to survive in the contemporary business environment (Yuan, 2024).

E-commerce is essential in improving the efficiency, accuracy, and speed of the order management systems in both domestic and international trade. Order management is a complete process of taking, receiving, monitoring and delivering of customer orders. As the e-commerce technologies are developing, automatic systems are now used, which involve combined mechanisms of various steps involved in order processing, such as order processing, order delivery, and order placement, among other mechanisms, as a means of enhancing performance and customer satisfaction. Chong, Lo, and Weng (2017) observe that the introduction of IT systems such as e-commerce into supply chain and order management operations enhances supply chain visibility, coordination, and future business performance. They underline that these systems lessen the delays of operations and enable real-time accessibility to order and inventory information that is vital to effectively process huge amounts of orders. This perception undergoes the relevance of digital tools in an automated process of simplifying the order cycle. On the same note, Alzahrani (2019) notes that through e-commerce, the number of manual operations decreases since some of the processes are automated, like confirmation of order, inventory checks, payment verification and shipment updates. The automation will result in a reduction of errors and an increase in the reliability of order processing. It also helps in improved communication with customers who are notified on time and they are able to track their orders online.

Moreover, Wang and Pettit (2016) discovered that businesses operating on e-commerce in terms of managing the orders have greater flexibility and can respond quicker to the needs of the customers. They find that in their e-commerce systems, businesses are able to make adjustments in orders, stock management, and returns, in a more efficient manner. This responsiveness enhances greater customer loyalty. Bhatti (2020) emphasizes another scholar and points out that e-commerce platforms assist companies in developing an integrated picture of order data, which can be used to make improved forecasting and decision-making. The order management systems produce real-time analytics that give an understanding of sales trends, preferences, as well as the performance of products. Such findings are useful in bettering the inventory and logistics planning of businesses. In this light, given this learning gained through the past study, the researcher is inclined to examine the perception of e-commerce order management by trade professionals. The

research specially seeks to examine the general perception of professionals in trade and also to determine the variation in the perception of male and female in the management of e-commerce orders. Gender differences might be anticipated in this business setting since in Nepal, there may be some unequal access to digital tools, training, and trade opportunities by men and women, and may affect the way they view and embrace e-commerce systems. Their confidence, exposure and decision making in online trade activities can also be influenced by culture and occupational roles. Thus, the discussion of the gender variation assists in determining whether the differences influence the acceptance and effective application of e-commerce in the trade sector in Nepal.

### **RESEARCH METHODOLOGY**

Research is founded on cross-sectional times. Quantitative research techniques were employed. The gender views about e-commerce towards order management compared to the views against e-commerce towards order management were compared using descriptive that was used to explain the demographic profile of this study as well as explain the perception of trade professional towards e-commerce as a tool of conducting comparative research design. Only Kathmandu district was used as the study was carried out and 51 trade professionals were selected as respondents indicating 27 different trade companies through judgmental sampling methods. The significant factor that influenced the adoption of judgmental sampling in this study is the need to target trade professionals in Kathmandu that have the relevant experience and the knowledge of managing E-commerce order. The data was collected using Likert scale questionnaire to test the readability of question where OM1-OM7 are the various aspects of e-commerce order management, which are measured on 5-point Likert scale where 1 = Strongly Disagree and 5 = Strongly Agree. The raw data were also inputted into the SPSS to be analyzed with tools such as frequency, percentage and mean standard deviation, and independent T-test was applied to compare the view of the respondents. Prior to collecting data consent, give freedom to withdraw questions at any point in time in case respondents do not want to respond to the question. Reliability of data was then observed after data collection.

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| <b>Reliability Statistics</b> |   |       |
|-------------------------------|---|-------|
| Cronbach's                    | N | of    |
| Alpha                         |   | Items |
| .586                          | 7 |       |

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The researchers found that Cronbach's alpha value 0.50 serves as an acceptable threshold for exploratory research, but researchers should prefer higher values to establish stronger internal consistency (George & Mallery, 2020; Nunnally & Bernstein, 1994).

### **RESULTS**

The study results are divided into three sections which include participant demographic information and essential variable descriptive statistics and the process of comparing different groups. The participants' responses are described through descriptive statistics which include mean values and standard deviation measurements. The research uses independent samples t-test results to compare demographic groups based on their selected demographic attributes.

Table 1: Demographic Information

| <b>GENDER</b>                 |           |         |               |                    |                |
|-------------------------------|-----------|---------|---------------|--------------------|----------------|
|                               | Frequency | Percent | Valid Percent | Cumulative Percent |                |
| Male                          | 40        | 78.4    | 78.4          | 78.4               |                |
| Female                        | 11        | 21.6    | 21.6          | 100.0              |                |
| Total                         | 51        | 100.0   | 100.0         |                    |                |
| <b>EDUCATION</b>              |           |         |               |                    |                |
|                               | Frequency | Percent | Valid Percent | Cumulative Percent |                |
| +2/similar                    | 5         | 9.8     | 9.8           | 9.8                |                |
| Bachelor                      | 22        | 43.1    | 43.1          | 52.9               |                |
| Master                        | 24        | 47.1    | 47.1          | 100.0              |                |
| Total                         | 51        | 100.0   | 100.0         |                    |                |
| <b>PROFESSION</b>             |           |         |               |                    |                |
|                               | Frequency | Percent | Valid Percent | Cumulative Percent |                |
| Employee                      | 10        | 19.6    | 19.6          | 19.6               |                |
| Businessman                   | 31        | 60.8    | 60.8          | 80.4               |                |
| Expert                        | 2         | 3.9     | 3.9           | 84.3               |                |
| Other                         | 8         | 15.7    | 15.7          | 100.0              |                |
| Total                         | 51        | 100.0   | 100.0         |                    |                |
| <b>NATUR E-BUSINESS</b>       |           |         |               |                    |                |
|                               | Frequency | Percent | Valid Percent | Cumulative Percent |                |
| Exporter                      | 3         | 5.9     | 5.9           | 5.9                |                |
| Importer                      | 21        | 41.2    | 41.2          | 47.1               |                |
| Logistic                      | 15        | 29.4    | 29.4          | 76.5               |                |
| Other                         | 12        | 23.5    | 23.5          | 100.0              |                |
| Total                         | 51        | 100.0   | 100.0         |                    |                |
| <b>Descriptive Statistics</b> |           |         |               |                    |                |
|                               | N         | Minimum | Maximum       | Mean               | Std. Deviation |
| AGE                           | 51        | 27.00   | 50.00         | 36.5882            | 5.03260        |
| EXPERIENCE                    | 51        | 1.00    | 18.00         | 6.5686             | 4.19168        |

A total of 51 respondents were taken into consideration in the study. The sample was more dominated by males with 78.4 percent compared to their female counterparts at 21.6 percent. In terms of education, 47.1 percent had a Master degree, 43.1 percent had a Bachelor degree and 9.8 percent had completed +2 or equivalent. Professionally, most were businessmen (60.8%), then the employees (19.6%), other (15.7), and a minor percentage (3.9) were respondents who identified themselves as experts. Based on the nature of their business, 41.2 percent were in the importing business, 29.4 percent in logistics and 23.5 percent in other forms of business and only 5.9 percent were exporters. The age of the respondents was 27-50 years, and the mean age was about 36.6 years (SD = 5.03). Their working experience ranged between 1 and 18 years with an average work experience of 6.57 years (SD = 4.19).

**E-commerce Order Management**

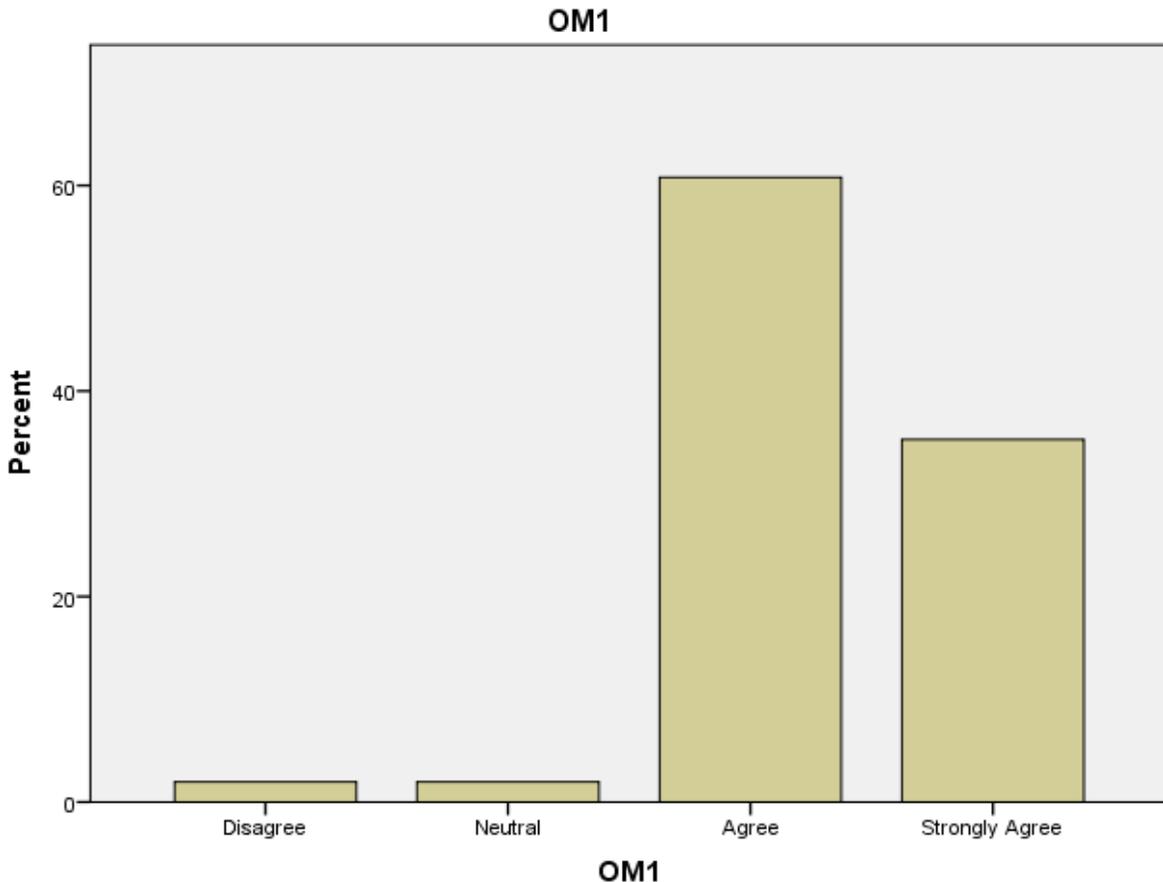


Figure 1: Online manage trade order easy (OM1)

Table 1: Responses to Online manage trade order easy

| OM1            |           |         |
|----------------|-----------|---------|
|                | Frequency | Percent |
| Disagree       | 1         | 2.0     |
| Neutral        | 1         | 2.0     |
| Agree          | 31        | 60.8    |
| Strongly Agree | 18        | 35.3    |
| Total          | 51        | 100.0   |

In relation to the query of whether it is easy to manage orders of the trade on internet, most of the respondents believed that managing orders on the internet was easy. Precisely, 60.8 per cent responded to agree and 35.3 strongly agreed with the statement. There were only few neutral (2.0%) and disagree (2.0) participants. On the whole, the results show a rather favorable opinion on the ease of process of ordering trade via online platforms.

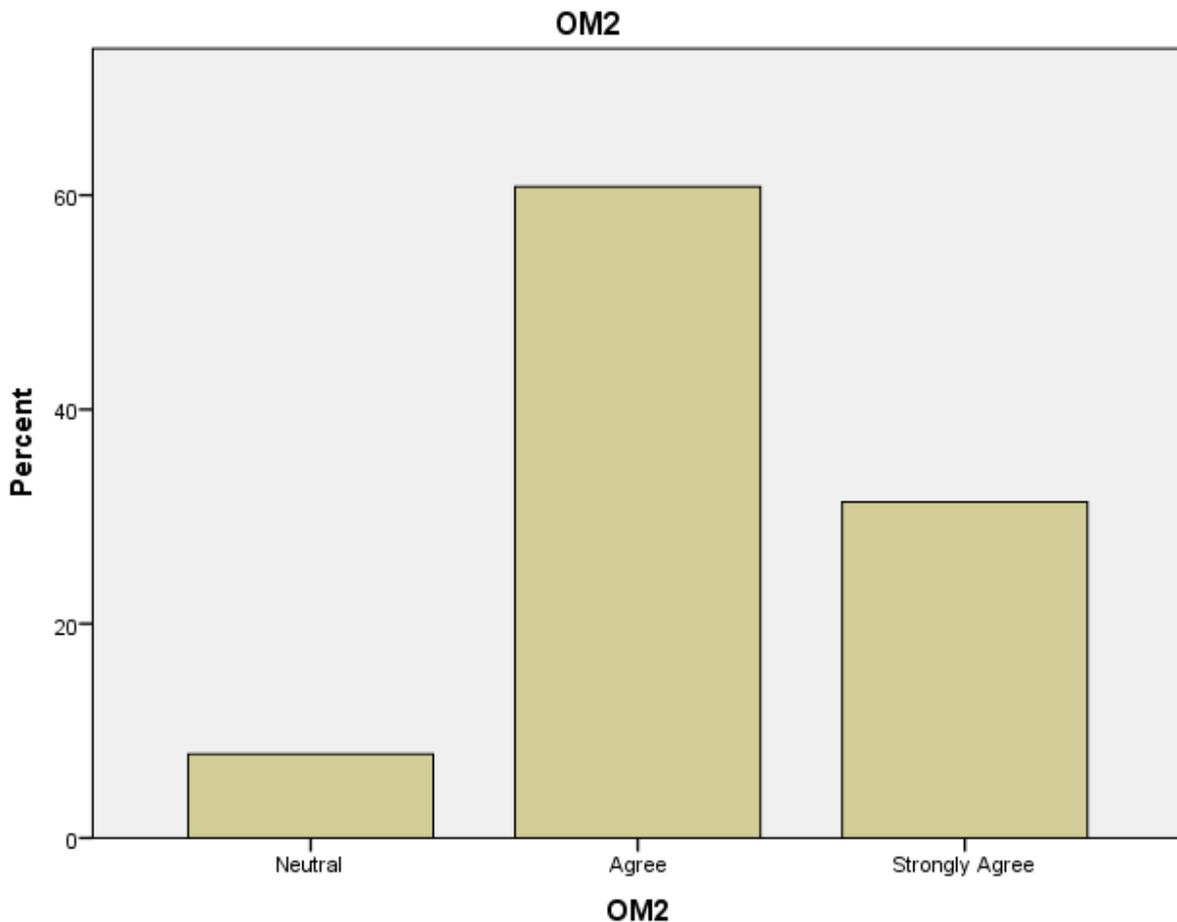


Figure 2: Online make international order faster (OM2)

Table 2: Responses to Online manage trade order easy

| OM2            |           |         |
|----------------|-----------|---------|
|                | Frequency | Percent |
| Neutral        | 4         | 7.8     |
| Agree          | 31        | 60.8    |
| Strongly Agree | 16        | 31.4    |
| Total          | 51        | 100.0   |

The respondents were questioned about the issue of the speed of international orders being made through online systems. The majority of them answered affirmatively, and 60.8% said that they were okay and 31.4% strongly said that they were okay. A low percentage of participants was neutral (7.8%). On the whole, the reactions suggest that online management is positively perceived in making international orders.

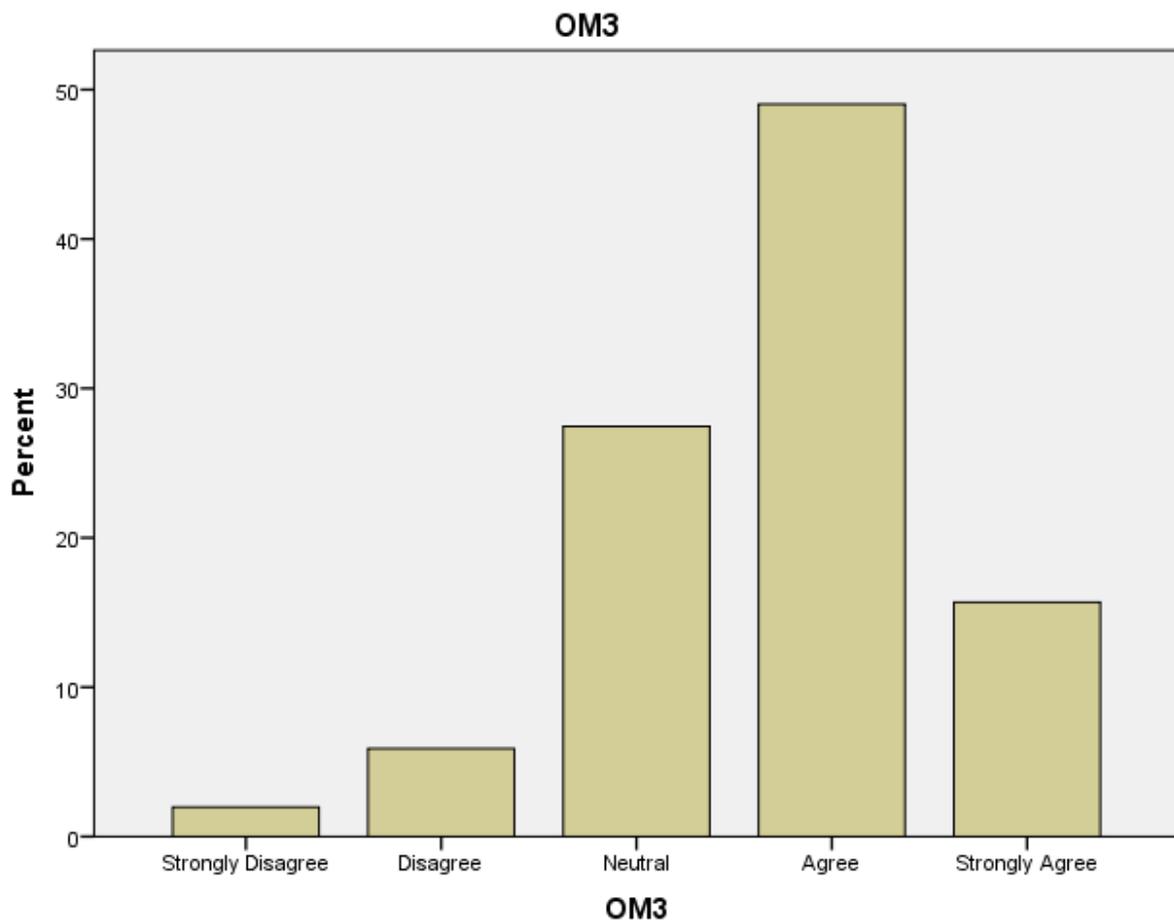


Figure 3: Online order minimize mistakes in shipping (OM3)

Table 3: Responses to Online order minimize mistakes in shipping

| <b>OM3</b>        |           |         |
|-------------------|-----------|---------|
|                   | Frequency | Percent |
| Strongly Disagree | 1         | 2.0     |
| Disagree          | 3         | 5.9     |
| Neutral           | 14        | 27.5    |
| Agree             | 25        | 49.0    |
| Strongly Agree    | 8         | 15.7    |
| Total             | 51        | 100.0   |

The respondents were also inquired as regards whether online order management prevents errors in shipping. Almost half of the respondents (49.0) said yes, with another 15.7 percent strongly saying yes. Approximately 27.5 had no opinion and few disagreed (7.9%) or strongly disagreed (2.0%). Generally, the majority of the respondents are of the opinion that online order management prevents shipping mistakes.

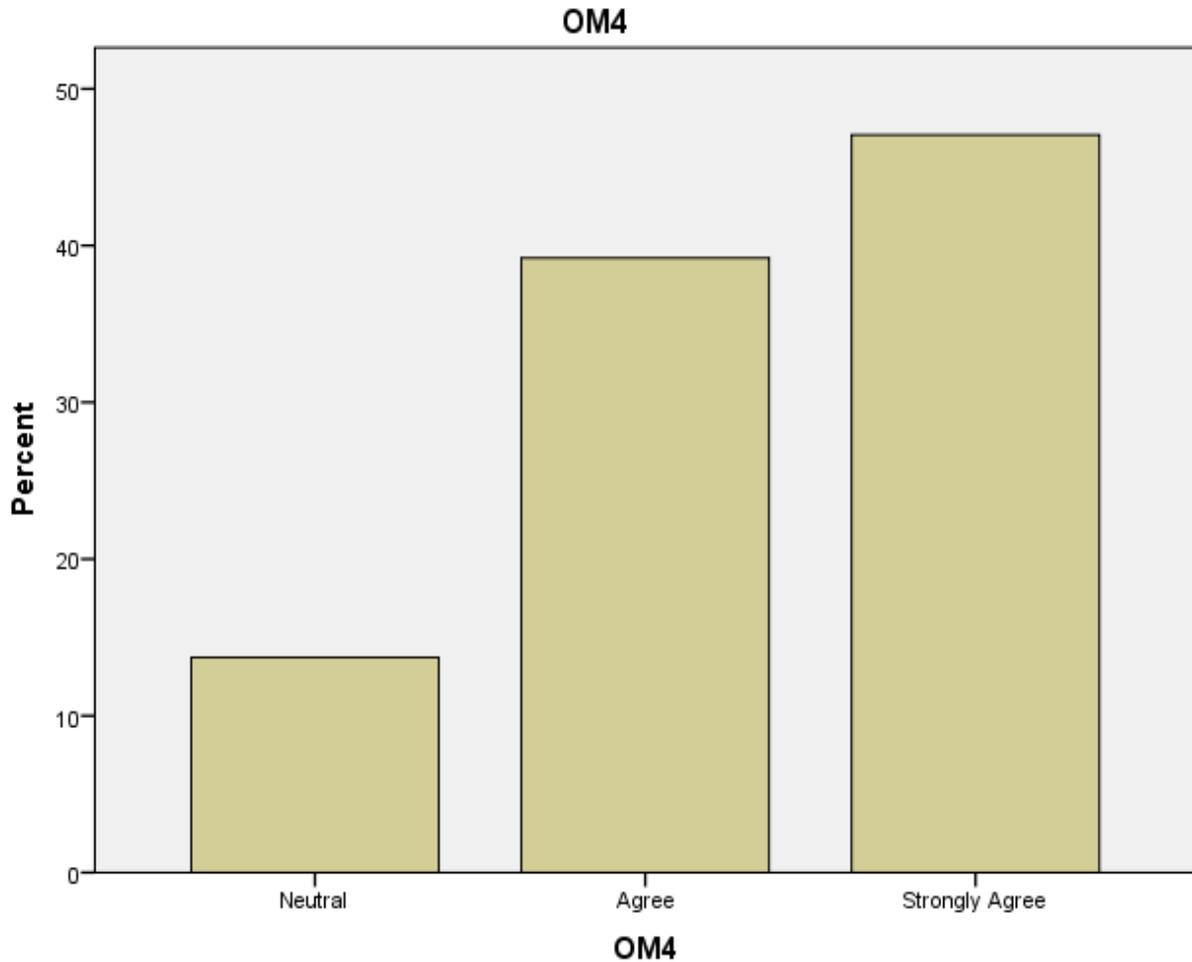


Figure 4: Tracking orders through online is efficient (OM4)

Table 4: Responses to Tracking orders through online is efficient

| OM4            |           |         |
|----------------|-----------|---------|
|                | Frequency | Percent |
| Neutral        | 7         | 13.7    |
| Agree          | 20        | 39.2    |
| Strongly Agree | 24        | 47.1    |
| Total          | 51        | 100.0   |

The efficiency of tracking of orders online was posed to the respondents. Majority of the respondents had a positive perception of it as 39.2 percent agreed and 47.1 percent strongly agreed

that online tracking is effective. A lower percentage of the respondents were neutral at 13.7%. Generally, most people feel that online tracking of order is a good practice.

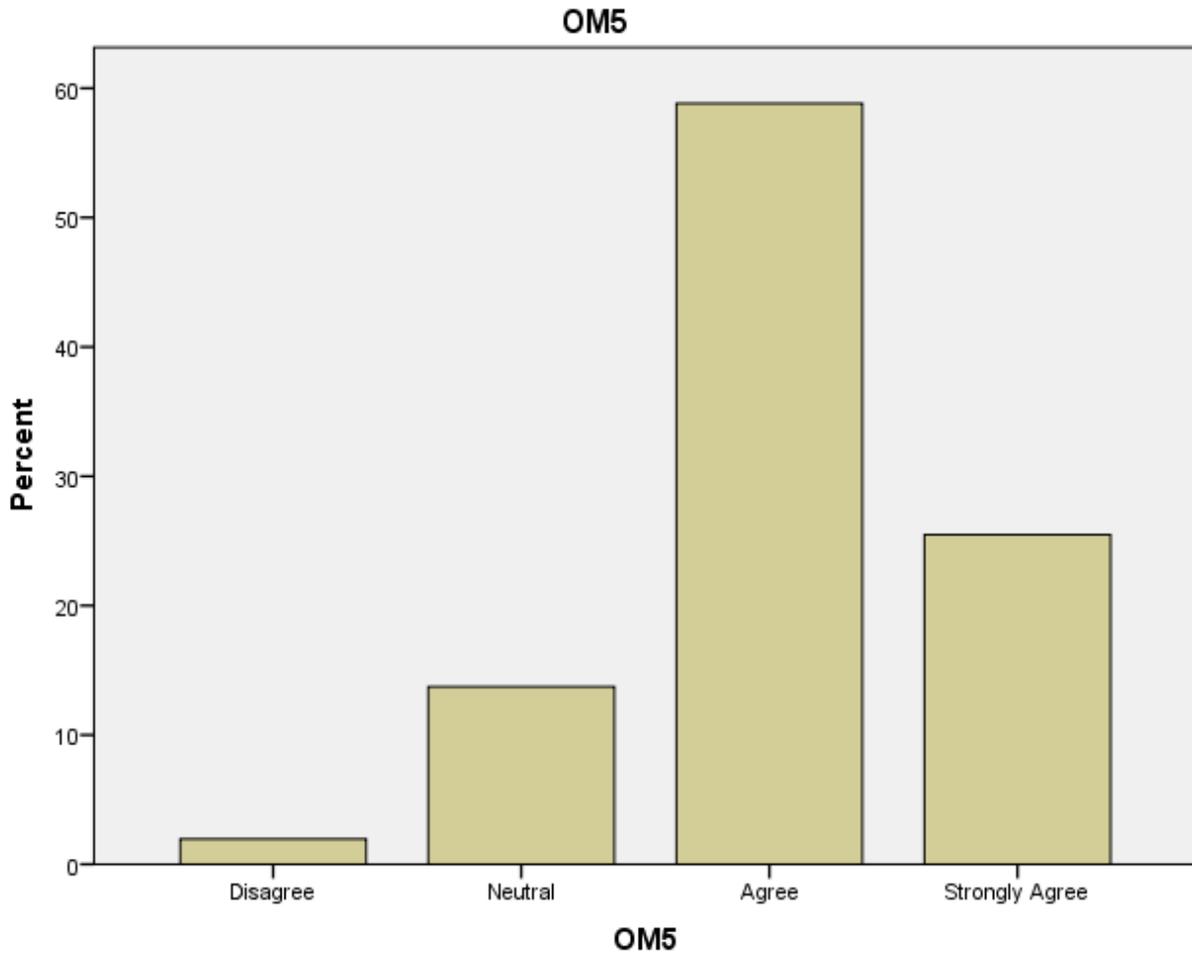


Figure 5: Online helps handle international orders (OM5)

Table 5: Responses to Online helps handle international orders

| OM5            |           |         |
|----------------|-----------|---------|
|                | Frequency | Percent |
| Disagree       | 1         | 2.0     |
| Neutral        | 7         | 13.7    |
| Agree          | 30        | 58.8    |
| Strongly Agree | 13        | 25.5    |
| Total          | 51        | 100.0   |

The respondents were questioned on whether the online systems assist in managing international orders. Most of the respondents were positive with 58.8 percent agreeing and 25.5 percent showing a strong agreement. The fewer proportion was neutral (13.7%), and the minority of 2.0% did not agree. Generally, the majority of participants consider online management to help in managing international orders.

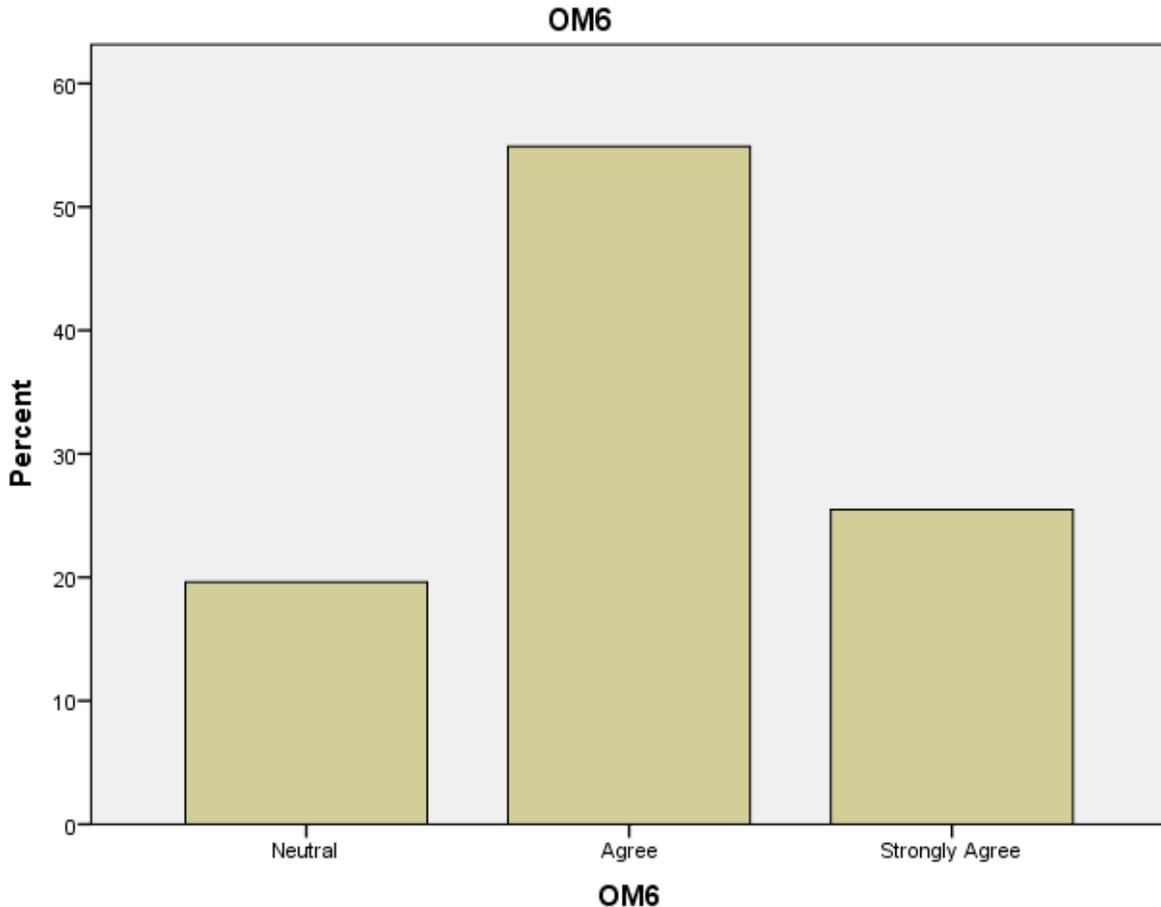


Figure 6: Online system improved Communication for orders (OM6)

Table 6: Responses to Online system improved Communication for orders

| OM6            |           |         |
|----------------|-----------|---------|
|                | Frequency | Percent |
| Neutral        | 10        | 19.6    |
| Agree          | 28        | 54.9    |
| Strongly Agree | 13        | 25.5    |

|       |    |       |
|-------|----|-------|
| Total | 51 | 100.0 |
|-------|----|-------|

Questions to be answered included whether online systems have enhanced improved communication to handle orders. The majority of the participants have given positive answers with 54.9% agreeing and 25.5% strongly agreeing. The percentage of the neutral respondents was 19.6. Generally, most people are of the opinion that online systems are improving communication in order management.

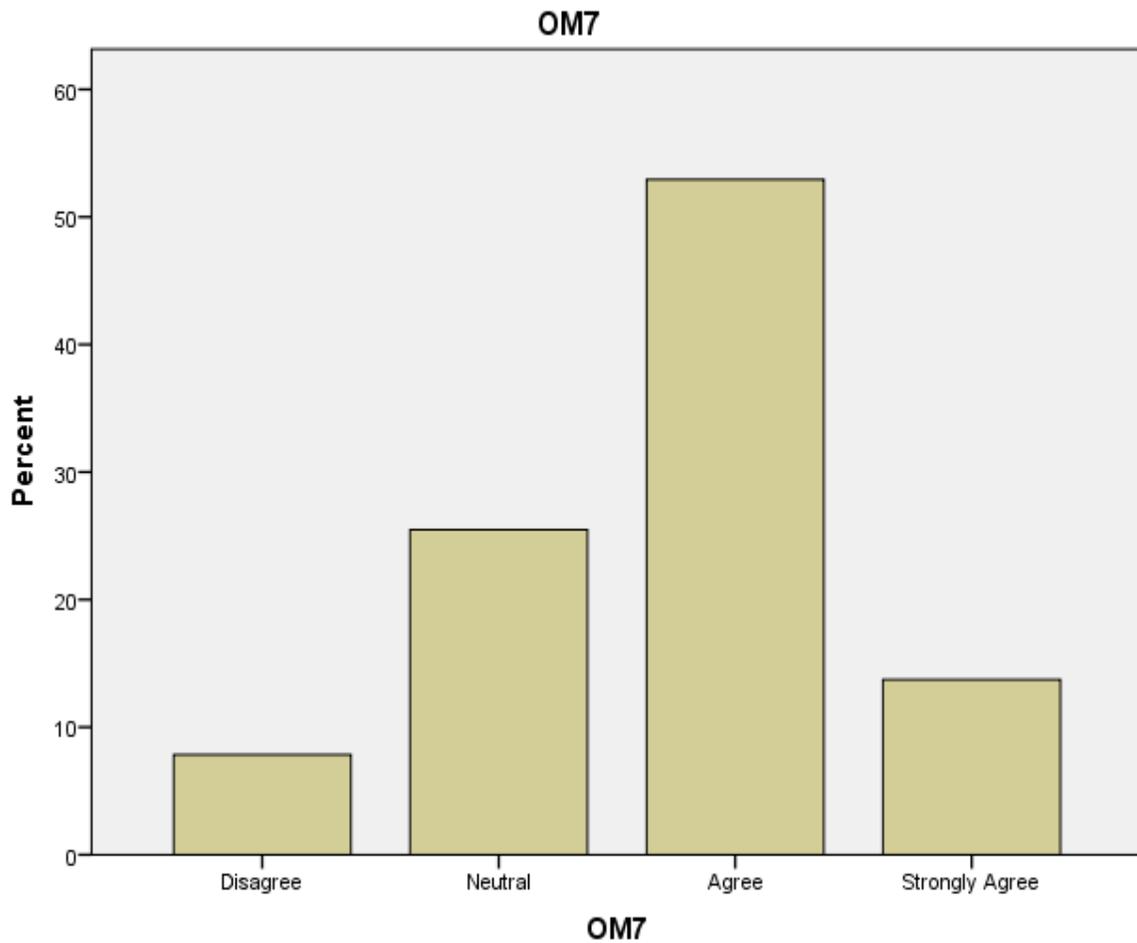


Figure 7: Online order management enhances customer satisfaction (OM7)

Table 7: Responses to Online order management enhances customer satisfaction

| OM7            |           |         |
|----------------|-----------|---------|
|                | Frequency | Percent |
| Disagree       | 4         | 8.0     |
| Neutral        | 13        | 25.5    |
| Agree          | 28        | 54.9    |
| Strongly Agree | 6         | 19.6    |

|                |    |       |
|----------------|----|-------|
| Disagree       | 4  | 7.8   |
| Neutral        | 13 | 25.5  |
| Agree          | 27 | 52.9  |
| Strongly Agree | 7  | 13.7  |
| Total          | 51 | 100.0 |

The respondents were asked to answer the question as to whether or not online order management increases customer satisfaction. Fifty-two-point nine percent of the respondents asserted with this statement, 13.7 percent with strong agreement and more than half gave affirmative response. Approximately 25.5% of them were indifferent and a limited proportion, 7.8 percent of them disagreed. In general, the majority of the respondents are of the view that online order management is a positive factor in customer satisfaction.

#### **Difference in perception toward online order management between males and females**

The research investigated the perception difference between the males and females in online order management.

Table 8: Key Result Summary

| Group                              | N  | Mean            | Bootstrap 95% CI | Interpretation             |                |
|------------------------------------|----|-----------------|------------------|----------------------------|----------------|
| Male                               | 40 | 4.0143          | [3.9078, 4.1230] | Lower average perception   |                |
| Female                             | 11 | 4.2338          | [3.9643, 4.4920] | Slightly higher perception |                |
| Independent Samples T-Test Results |    |                 |                  |                            |                |
| Test                               |    | Mean Difference | Sig. (2-tailed)  | 95% CI of Difference       | Significant?   |
| Equal variances assumed            |    | -0.21948        | 0.092            | [-0.47624, 0.03727]        | No Significant |
| Bootstrap result (robust)          |    | -0.21948        | 0.132            | [-0.50186, 0.05092]        | No Significant |

The means of perception was 4.01 in case of males, and it was slightly higher at 4.23 in case of females. Bootstrap analysis has given confidence values that indicated that the perceptions of male were between 3.91 and 4.12, and those of female were between 3.96 and 4.49. In order to determine whether this difference was statistically significant, an independent samples t-test was conducted. The mean difference of the test between males and females was found to be -0.22 but the p-value of 0.092 is bigger than the standard cutoff mark of 0.05. This implies that the difference is not significant. This result was also verified by a stronger bootstrap test whose p-value was 0.132. Thus, it can be concluded that in the present research no significant difference in the perception between the male and the female respondents can be considered.

## **DISCUSSION**

The descriptive analysis of this study indicates that trade professionals in Nepal have a good and positive impression on the e-commerce as a tool of managing orders. A considerable portion confirm that online systems simplify and ease in managing trade orders (96.1%), assist in accelerating international orders (92.2%), minimizing mistakes in shipping (64.7%), and increasing the speed of the order tracking (86.3%). Moreover, the respondents felt that the online platforms make international order management (84.3) and communication (80.4) better. These consensus levels point to the fact that trade professionals are aware of the practical advantages of utilizing e-commerce to solve problems peculiar to the Nepalese setting, including logistic delays, lack of physical infrastructure, and manual mistakes in processing orders. These results align with Kshetri (2018), who highlighted digital systems as important means of improving the coordination of logistics and the transparency of operations. In the same vein, Laudon and Traver (2021) emphasized that the cost of transactions is cut since trade systems based on e-commerce simplify the processes. Nguyen et al. (2020) had also mentioned that online systems improve visibility, responsiveness, and coordination within the supply chains. In addition to being consistent with the existing literature on the topic, these findings are indicative that Nepalese trade professionals are turning to digital means to address local trade inefficiencies and the general operation performance. Moreover, 66.6 percent of the respondents thought that online order management enhances customer satisfaction, which indicates the potential of e-commerce to boost client relationships and competitive advantage as found in Chong, Lo, and Weng (2014).

On the gender-based differences, the analysis revealed that there was no statistically significant difference on the perception of e-commerce order management by male and female respondents. Even though the average score of perception was a little higher in females ( $M = 4.23$ ) than males ( $M = 4.01$ ), the independent samples t-test showed a p-value of 0.092 and the bootstrap technique supported this finding ( $p = 0.132$ ). This implies that there are no significant differences between the attitudes of both male and female trade professionals towards online order management system effectiveness. This is consistent with Lian and Yen (2014), who observed that the gender disparity in the adoption of e-commerce is decreasing because of increased access to technological elements and increased exposure to the online environment. The uniformity in the perception between the genders intensifies the popularization of the e-commerce practices in Nepal and means that the digital trade solution is gradually becoming normalized in the spectrum of the professions without taking gender into account.

## **CONCLUSION**

This research demonstrates that the trade professionals in Nepal are optimistic about using e-commerce to manage orders. They are convinced that the use of online systems will facilitate faster, more understandable and dependable order processes. This is indicative of the shift of

companies towards digital tools to enhance their operation as well as meet the demands of their customers better. Another determination of the research was that both men and women share similar views on e-commerce and this implies that the advantages are well embraced by all. These results are significant towards business owners and policymakers who desire to enhance and make trade easier to reach international markets. Investing in user-friendly and reliable online systems will help Nepal in promoting quick and smooth trade. In future research, it would be beneficial to examine the impact of these online systems on various industries in the long run and as well as identify the means of addressing any issue that the business encounters when utilizing e-commerce.

### **LIMITATION**

A small and non-random sample is used in the study, which was mostly chosen to pilot test the questionnaire, as well as to determine the level of reliability of the questionnaire. This further results in a small sample size, and the results may not be applicable to the larger population of trade professionals in Nepal.

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