

# **CAINTA CATHOLIC COLLEGE**

A. Bonifacio Ave., Brgy. Sto. Niño, Cainta, Rizal, Philippines

## **THE ROLE OF E-COMMERCE ADOPTION IN THE COMPETITIVENESS OF TRADITIONAL RETAIL STORES**

A Thesis

Presented to the Faculty of Cainta Catholic College  
Cainta, Rizal

In Partial Fulfillment of the Requirements for the Degree  
***Bachelor of Science in Business Administration (BSBA)***

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**March 2021**