

# **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

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*Bachelor of Science in Business Administration (BSBA)*

By:

Dela Cruz, Ana

Castro, John

Lopez, Mark

Navarro, Kevin

Reyes, Maria

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