Concept Paper

Research Writing

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**Title:**

E-Commerce: The Impact of the Internet to Carousel/Shopee PH Entrepreneurs to Increase Profit and Growth

**Keywords:**

E-Commerce, Online Shops, Increase Profit and Growth

**Short Title:**

The Impact of the Internet to Online Shop Entrepreneurss

**Rationale:**

Online shops are very in demand nowadays with a surprising increase in traffic. They are like mushrooms that have burgeoned especially in the Philippines, but we are concerned about the reasons behind why did these entrepreneurs came to the certain extent where they migrate their business to the internet. As Millennials, we chose this topic for the reason that we are much more engaged in new technology. Most of this generation is inclined to advance technology that makes things so much handy for people that even shopping is just now one click away.

Being a college student is indeed very hassle and stressful thus we have to balance our time in handling tons of activities. So as busy students, we would rather go through our gadgets to go to online shops. For us, a searchable and convenient catalog makes purchasing effortless along with its various product reviews and feedbacks regarding the specific online shop services that give is contentment to buy the certain merchandise. Online shopping saves us a lot of time and energy. Aside of the convenience they offer, there are also factors that positively affect the supplier, consumer and even the economy of the country.

**Background of the Study:**

Electric commerce, commonly known as e-commerce, is the buying and selling of products or services over an electronic system over the internet. In this modern time, the term e-commerce could be used for almost anything that involves electronic transaction such as purchasing from an e-tailer, online delivery of paid content, and financial transaction between bank accounts.

E-commerce became possible in early 90s, in this period, the internet became exposed for commercial use. Since then, thousands of businesses have taken up residence at web sites. Soon after the birth of ecommerce, several types of ecommerce emerged into the scene. These types include: Business-to-Business(B2B), Business-to-Consumer (B2C), Consumer-to-Consumer (C2C), and Consumer-to-Business (C2B).

Over the years, e-commerce widespread and implemented globally to the point it reached the Philippines. The Filipinos are currently taking advantage of the idea of electronic transaction with Lazada, Zalora, Metrodeal, Shopee, Carousel etc., more Filipinos are becoming oriented to E-commerce and with the market growing; it is not alarming to see the venture capitalist gathering for online shops. Basically, the Internet has significantly modified the way Filipinos do business.

**Research Questions:**

1. What are the opportunities and disadvantages that the Entrepreneurs encountered upon migrating to Online Platforms?
2. How important is the role of data as a catalyst for the creation of new services and a source of competitive advantage? Will the notion of privacy need to change?

**Objectives:**

1. to determine the impact/effects of Philippine Entrepreneurs migrating to e-commerce systems to their businesses and ventures
2. to analyze the economic growth, in terms of profit, of Philippine Entrepreneurs who have implemented E-commerce into their businesses

**Theoretical Framework:**

* **E-Commerce –** the buying and selling of goods and services over the internet.

**Ecological System Theory**

According to analysis of systematic and ecological features of e-commerce ecosystem, we can summarize that the system has the characteristics: integrity, hierarchy, open, dynamic, nonlinear, biological, competitive, symbiotic, and collaborative evolution, and so on. Therefore, we can conclude that: e-commerce ecosystem can be considered as a complex ecological system.

**Chaos Theory**

It has applications in many areas including networking, big data analytics, fuzzy logic, business intelligence (BI), marketing, game theory, systems thinking, predictive analytics and social networking.

**Complexity Theory**

Complexity theory emphasizes on planned change instead of chaotic processes of “self-organization that produce unpredictable emergent change” (Shaw, 1997). It advocates continued adaptation and realignment instead of freezing an organization to a state of rigidity (Dawson, 1994; Crossan, White, Lane & Klus, 1996)

**System Theory**

The basic advantage of the system approach is that it encompasses many concepts of system theory such as inputs, outputs, boundaries, feedback and control, etc. that are useful in understanding business situations. An Information System (IS) is a typical example of a system that conforms to the system theory. The IS as a sub system that works with other sub systems of the business system that acquires the resources, supports business processes and produces the outcomes that represent business performance (Lomerson et al., 2007)

* **Online Shops**

**Planned Behavior theory**The theory of planned behavior (abbreviated TPB) is a theory that links beliefs and behavior. The concept was proposed by Icek Ajzen to improve on the predictive power of the theory of reasoned action by including perceived behavioral control. It is a theory explaining human behavior.

**Grounded Theory**

Grounded theory (GT) is a systematic methodology in the social sciences involving the construction of theory through the analysis of data. Grounded theory is a research methodology which operates almost in a reverse fashion from social science research in the positivist tradition.

* **Increase Profit and Growth**

**Conceptual Framework:**

**Scope and Limitations:** This research aims to determine the impact of the internet on increasing the profit and growth of the Philippines' entrepreneurs.

**Definition of Terms:**

The definition of words to be used in this research is defined by the following:

* Entrepreneur - a person who organizes and operates a business or businesses
* E-commerce (electronic commerce or EC) - the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.
* E-tailer - a retailer selling goods via electronic transactions on the Internet.
* Online shopping - a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser.
* Traffic - the amount of visitors and visits a Web site receives

**Methodology  
- Research Design:** This research will be an observational study wherein the researchers will look for the effects the internet did to the entrerpeneurs’ profit and growth as compared to their profit pre-migration.

**- Respondents of the Study:** The respondents of this study are online shop entrepreneurs who migrated or extended or both their businesses to online marketplaces Carousel and Shopee PH.

**- Research Instruments:** The questionnaire method through simple random sampling will be used in this research, Also, a semi-structured interview will be conducted to further support the effects the internet did to Filipino entrepreneurs.

**- Procedure:** Respondents are chosen from different online marketplaces such as Carousel Philippines and Shopee PH, they will be given a questionnaire that they should answer. Some of the respondents will be called in for an interview to further support the data gathered for this research.

**- Statistical Treatment:**

Complexity Theory

Improvements

Areas affected

Chaos Theory

Characteristics

E-Commerce

Ecological System Theory