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 Shops

**Rationale:**

The sudden burst on the amount of Online Shops in the Philippines is indeed overwhelming, this made us wonder why did these entrepreneurs even considered migrating or extending their business to the internet. There are also factors that affects the supplier, consumer, and the economy of the country.

We millennials chose this topic because we are much more engaged into new technology and as college students, we have to balance our time in handling tons of activities. So we prefer canvassing via online shops since we spend most of our time using our gadgets. For us, a searchable and convenient catalog makes purchasing effortless along with its various product reviews that gives us contentment to buy the merchandise.

**Background of the Study:**

**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:**

**Theoretical Framework:**

**Conceptual Framework:**

**Scope and Limitations:**

**Definition of Terms:**

**Methodology  
- Research Design  
- Respondents of the Study  
- Research Instruments   
- Procedure  
- Statistical Treatment**