

УДК 331.05
MPHTH 06.52.17
DOI 10.56525/ZHCI9395

THE IMPACT OF E-COMMERCE ON SMALL BUSINESS

SALKYNBAYEVA FATIMA

PhD doctoral student of Economics,
Caspian University of Technology and Engineering
named after Sh.Yessenov
Aktau, Republic of Kazakhstan
e-mail: fatima.salkynbayeva@yu.edu.kz

YESTURLIYEVA AIGUL

Candidate of Economic Sciences,
Associate Professor, Caspian University
of Technology and Engineering named after Sh. Yessenov,
Aktau Kazakhstan
e-mail: aigul.yesturliyeva@yu.edu.kz

Abstract. The article provides a review of scientific literature in order to generalize the methodology for defining the concept of "electronic commerce". The main trends in the field of e-commerce in small business are characterized. The data on the development of the e-commerce market are analyzed and the following is emphasized: in the number of purchases from mobile devices has increased; creation and widespread use of social media pages is a key factor in the development of e-commerce by entrepreneurs. The advantages and disadvantages of using electronic commerce by small businesses are systematized.

In given article authors shine a problem an analysis he shift toward online transactions and digital platforms has been accelerated to adapt to the changing business landscape. Through the review of scientific literature, a comprehensive understanding of e-commerce's impact on small businesses has been highlighted. The article has delved into the main trends shaping the e-commerce landscape for small businesses, emphasizing the significant increase in purchases made through mobile devices. This trend underscores the importance of having a mobile-friendly online presence for entrepreneurs to effectively reach their target audience.

E-commerce is a tool through which firms can attain competitive advantage. Therefore it is interesting to further explore how firms exactly go about implementing e-commerce systems, and which path firms take from e-commerce idea generation up to realization of e-commerce success. To comprehensively understand the impact of e-commerce on small businesses, it is crucial to conduct a multiple case studies analysis using a qualitative research design.

Small businesses experience challenges before, when, and after integrating e-commerce into their operational structures internally and externally, such as perceiving the technology as an unnecessary business cost, lack of resources to fund e-commerce infrastructure, and absence of managerial support to adopting a radical approach to innovation and growth of the business. The analysis of the impacts of e-commerce on small businesses helps to determine the opportunities and challenges in the business operation process.

Keywords: automated information technologies, e-commerce, small business, marketing . analysis, digital information, enterprise, technology, benefit, strategy, small business.

Introduction

The evolution of international trade in recent decades has indeed been rapid, reflecting the dynamic nature of contemporary trends in global commerce. The increasing importance of e-commerce in shaping the patterns of international trade is a clear testament to this trend; as Burinskienė (2011) emphasizes, the use of information and communication technologies plays a pivotal role in the development of both international trade and the broader economy in the context of contemporary globalization. The use of information and communication technologies plays a crucial role in the development of both international trade and the broader economy in the context of contemporary globalization.

Drawing from previous research on e-commerce by our peers, this section explores how e-commerce has revolutionized the business sector and shares key insights into the opportunities and challenges that smaller organizations experience when using this platform. With the rapid global adoption of the Internet and supporting technologies such as big data, machine learning, and artificial intelligence, e-commerce has helped many organizations, including giant corporations, to dominate trade Xia & Lv (2021), in their work, describe e-commerce as the free flow of information, capital acquisition, business transactions and logistics, and defines it as a business with an organization-owned, Internet-dependent website that enhances trade competitiveness by facilitating logistics. As Chen et al. (2023) show in their study, business processes are also critical to overcoming challenges such as the COVID-19 pandemic, which led to the closure of traditional outlets and reduced supply chain effectiveness for many organizations.

1. diffusion theory of innovation: a theory developed by E.M. Rogers in 1962 that posits that new technologies spread within a social system over time according to the rate at which different users perceive their usefulness and ease of use (Zhang et al., 2015). This theory describes SMEs as laggards, i.e., entities that significantly delay acceptance of technology and fear that their operations will become unstable due to doubts about revolutionary business processes (Dearing & Cox, 2018). However, this theory is not applicable to this study because it does not address the challenges faced by SMEs when attempting to adopt innovation.

2. organizational ecological theory: Hannan and Freeman originated the organizational ecological theory, which views organizations as interconnected systems with routines that facilitate information processing and incremental innovation techniques (Vargas-Hernandez et al.) In organizational ecological theory, firms take time to The organizational ecological theory assumes that firms collect knowledge over time and thereby increase their capabilities. However, many organizations are hesitant to adopt new systems because they want to maintain their knowledge and accept that it is outdated (Lindquist & Buttazzoni, 2021). Organizational ecology theory is applicable to this paper because it highlights the limiting beliefs held by such organizations and helps us understand why small businesses are hesitant to participate in e-commerce.

3. economic development theory: Another theory that can explain why small businesses are hesitant to integrate into e-commerce websites is the economic development theory developed by Joseph Schumpeter. Schumpeter argues that in the absence of new technologies that fundamentally transform business processes, businesses will succeed temporarily. However, when new or existing entrants develop new ways of doing business that revolutionize an industry and lose their ability to do so, these organizations experience an economic shock (Tiberius et al.) Small businesses that enjoyed a period of success before e-commerce existed, Schumpeter argues Small businesses that enjoyed a period of success before e-commerce existed may find themselves stuck in the new business development of radical transactional online innovations, as Schumpeter argues.

In the current global climate, the application of information and communication technology has emerged as a key driver of progress and innovation, transforming the way companies conduct international trade and commerce. E-commerce in particular has had a significant impact on international trade and logistics operations in recent years. The widespread use of e-commerce on

a global scale has put enormous pressure on logistics operations, forcing companies to quickly adapt and restructure their strategies and processes.

Method and materials

Data collection and analysis indicate that e-commerce represents a valuable opportunity for SMEs in developing economies, primarily on the African continent. However, most interviewees indicated that challenges such as restrictive beliefs about the risks of e-commerce platforms, perceived integration of the model into business processes as an additional cost, and lack of capital to adopt new technologies deter their participation in e-commerce, as the survey paper. They also feel that many businesses need to be made aware of the opportunities e-commerce offers, such as increased profitability, increased capacity, more efficient supply chains, and stronger customer and supplier relationships.

Therefore, there is a need to sensitize SMEs about the opportunities in the e-commerce sector in order to motivate them to participate in the business process. The interviewees also suggested that for the above steps to be successful, e-commerce vendors need to create attractive design features with user-friendly interfaces that will make SMEs perceive online transactions as valuable. Survey and interview results also indicate that SMEs' willingness to participate in e-commerce increases the more likely they are to receive government subsidies to implement the process.

The rapid growth of e-commerce has necessitated rapid adjustments in supply chain management practices and warehouse operations to meet the demands of a digitally driven market. Companies are increasingly leveraging technology and data analytics to optimize logistics networks, streamline inventory management, and enhance order fulfillment processes. The integration of e-commerce into international trade has ushered in a new era of competitiveness and efficiency, making agility and innovation paramount to success in the global marketplace [3].

This transformation underscores the need for companies to continuously evolve and embrace digital transformation in order to remain competitive and successful in the evolving landscape of international trade. By leveraging technological advances and reshaping traditional business models, companies can take advantage of the opportunities presented by e-commerce and drive sustainable growth in today's interconnected global economy.

The evolution of logistics operations through the introduction of new technologies is truly an important aspect of changing the face of international trade. Electronic commerce is recognized as a key driver of these changes, reshaping the way companies engage in trade and commerce. It is interesting to note that both B2B (business-to-business) and B2C (business-to-consumer) models have been the focus of research and analysis in the area of e-commerce.

The distinction between B2B and B2C business models is crucial to understanding the diverse dynamics of e-commerce and its impact on international trade. b2b e-commerce involves transactions between businesses, including manufacturers, wholesalers, and retailers, that facilitate the exchange of goods and services. E-commerce in this sector plays an important role in supply chain management and procurement processes, increasing efficiency and facilitating cooperation between businesses [2].

B2C e-commerce, on the other hand, refers to transactions between companies and individual consumers, allowing for direct sales and end-user interaction. The growth of B2C e-commerce has transformed retail operations, allowing companies to reach a broader customer base and provide personalized shopping experiences. The proliferation of online marketplaces and digital platforms has revolutionized the way consumers shop, prompting the need for logistics operations to innovate and respond to evolving consumer demands. In the context of international trade, the convergence of B2B and B2C e-commerce models is reshaping supply chain dynamics, accelerating the pace of global trade, and expanding companies' market reach. The integration of e-commerce technologies has facilitated cross-border trade, enabling companies to access new markets and leverage digital platforms for growth and competitiveness.

By focusing on both B2B and B2C business models in the e-commerce space, the report sheds light on the multifaceted impact of technological innovation on logistics operations and

international trade. As companies continue to embrace digital transformation and adapt to the evolving landscape of global commerce, the importance of e-commerce as a key driver of change cannot be underestimated.

E-commerce can be viewed as a step-by-step process that goes beyond the reasons why companies adopt e-commerce in the first place. In contrast to traditional commerce, e-commerce has multiple advantages that are relatively applicable to all companies. For example, e-commerce leads to the elimination of supply chain intermediaries, allowing companies to eliminate costly sales agents and reduce costs. In addition, e-commerce is said to blur borders, thus providing access to distant markets (Longenecker et al.) With the globalization of markets and the growing importance of international business, it seems a rational decision for many companies to explore e-commerce opportunities. The availability of e-commerce software and supporting institutions is another factor in favor of e-commerce adoption [5].

The research questions can be illustrated in the research framework (Figure 1). The first variable is the strategic business objectives of the company. By formulating the objectives, the firm must answer why the business exists and what performance it hopes to achieve. The second variable is called the e-commerce strategy and consists of the necessary steps a company should take to achieve its e-commerce objectives. The third variable is the actual implementation of e-commerce and consists of enablers and inhibitors of e-commerce.

As shown in Figure 1, the proposition is that the achievement of business goals, and thus the desired e-commerce performance, is affected by the proper application of e-commerce best practices. The relationship between strategy and corporate outcomes is further influenced by the presence or absence of these necessary e-commerce drivers. If the enablers outweigh the disincentives, the firm will benefit. The plus sign means that the presence of the relevant internal factors has a positive impact on firm performance. The relationship between the variables shown in Figure 2 can be explained as follows: if the objective of STS is identified as the development of new customers, the e-commerce strategy must be designed so that STS can penetrate multiple geographic markets. This means, for example, that the web store is accessible in multiple languages, that payment and tax systems are available in more regions, and that online marketing campaigns are targeted to multiple locations (operational strategy). This means that companies need to have an international mindset (internal capabilities) as well as support from relevant third parties (external environment).

Therefore, the purpose of this study is to investigate the challenges and opportunities of e-commerce for SMEs, primarily in developing countries, through a conceptual framework and several theoretical approaches. A comprehensive investigation of these factors will provide insight into the e-commerce implications that SMEs experience when adopting e-commerce strategies, how to take advantage of the opportunities, and how to overcome the challenges that limit their entry into this business process.

A model is a representation of reality. Systems will always behave in complex ways due to interactions with internal components and external interactions with the environment outside the system. Therefore, due to this complexity, researchers need to understand, describe, and predict the behavior of the system based on desired variables and parameters, create their models, apply or modify them, and check the results. Our research model is analytic and content-analytic. Regression predicts the effect of one or more independent variables on one or more dependent variables. In a single regression model, all 16 independent variables and one dependent variable are first entered into the software and the enter command is selected. Based on the collected data, the hypothesis of the effect of e-commerce choices on business strategies in Iranian SMEs was confirmed according to the results obtained as follows based on the research model and regression outputs [4].

The research model in this study is mathematically as follows:

$$Y = \beta_0 + \beta_1 XE S = \beta_0 + (\alpha_1 + Q_3 + Q_3 \dots \dots + \beta_{16} + Q_{16})$$

Results and discussion

SMEs experience internal and external challenges before, during, and after integrating e-commerce into their business structure. For example, they perceive e-commerce technology as an unnecessary business cost, they lack the resources to fund their e-commerce infrastructure, and they lack the managerial support to adopt a radical approach to business innovation and growth. Analyzing the impact of e-commerce on SMEs can help determine opportunities and challenges in the business operation process (Fouskas, K et al., 2020).

Marketing is essential for high-tech firms; according to Mohr et al. (2009), high-tech firms must perfectly implement basic marketing principles. Marketing activities are sometimes put on the back burner of the product and technology development process or are not considered as important as product and technology development. As a result, many innovative products fail. Technological superiority alone is not sufficient to make a high-tech product successful. Rather, high-tech companies must complement the technological process with a set of marketing capabilities to maximize the probability of success.

For example, knowing how to select the right target market and clearly communicating the benefits offered by 26 innovations compared to other solutions are important marketing competencies. Well-developed marketing competencies include active consideration of the customer during the development process, which helps guide technical specifications and determine appropriate market segments. There is a link between the technology intensity of a product and its competitive advantage. Many high-tech knowledge-intensive entrepreneurial firms focus on their technological capabilities and generally tend to develop products that are brought to market using a “push” strategy (Englis et al., 2011). In doing so, the firm and its downstream value chain members push their technology to market with little regard for the consumer until the product is in the hands of users. This often leads to product failure.

B2B Marketing
Marketing techniques used in a B2B environment differ from those used in a B2C environment. These differences can be categorized into differences in market structure, purchasing behavior, and marketing (Canning et al.) First, B2B markets are characterized by derived demand. This means that firms purchase goods only to facilitate the production of goods and services [7].

In addition, B2B markets are generally characterized by a higher concentration of demand than consumer markets. Demand elasticity is important in B2B markets. Organizations tend to have more specialized purchasing processes than consumers, and many are run by managers specifically hired as purchasing specialists. Furthermore, the degree of interaction and the importance of the relationship between B2B buyers and sellers is higher in a B2B environment. This suggests that, in general, B2B buying behavior is more complex than B2C. Sales and transaction volumes are also higher in business markets (Canning et al.) The authors suggest that traditional consumer mass marketing tools are less appropriate. This corresponds with personal selling, the most frequently used promotional tool in B2B marketing, while advertising is used more frequently in the B2C context [7].

Business to Business and Business to Customer are important models in most markets; Customer to Business and Customer to Customer are consumer-centered models; CtoB is a model in which online courses, travel tickets CtoB refers to cases where individuals form buyer groups for better bargains with online suppliers, such as online courses or travel tickets. Customer-to-customer refers to a community formed to pursue a special interest and to exchange ideas, services, and products as individuals. Examples include tori.fi and various topic-oriented forums. The last three groups refer to government-to-government transactions between businesses, other authorities, and consumers. However, some scholars include business-to-government in the business-to-business category. governments are associated with business contractors. This study makes this assumption and includes B2G in the B2B category.

This study will focus on the first two models: B2B and B2C. The reason for this is that these two models have the greatest impact on the market and thus on global trade.

From data collection and analysis, e-commerce represents a valuable opportunity for SMEs, mainly in the economically developing African continent. However, most interviewees indicated that challenges such as restrictive beliefs about the risks of e-commerce platforms, the perception of integration models into business processes as an additional cost, and the lack of capital to adopt new technologies are what deter them from participating in e-commerce, as the survey paper. Other interviewees felt that many companies need to be made aware of e-commerce opportunities, such as increased profitability, increased capacity, efficient supply chains, and stronger relationships with customers and suppliers [8].

Therefore, there is a need to sensitize SMEs about the opportunities in the e-commerce sector in order to motivate them to participate in the business process. The interviewees also suggested that for the above steps to be successful, e-commerce providers must also create attractive design features with user-friendly interfaces that will make SMEs perceive online transactions as valuable. Survey and interview results also indicate that SMEs' willingness to participate in e-commerce increases the more likely they are to receive government subsidies to implement the process.

The significance of this study to SMEs is that it provides strategies for adopting e-commerce through a theory-based lens, extensive literature review, case study analysis, and real-world examples. Another significance of this study is to encourage the adoption of e-commerce by SMEs as a channel to reap enormous benefits from the opportunities the platform presents (Mkansi, 2021). The results of this study will help identify the barriers to e-commerce experienced by SMEs and generate solutions to improve the performance of their business processes after moving their trading operations online. By leveraging the recommendations of this study, SMEs can improve supply chain efficiency, achieve significant market growth, attract new customers domestically and internationally, and enhance their competitiveness in the dynamic modern marketplace.

Conclusion

SMEs, primarily in developing countries, must take advantage of the platform's opportunities by integrating online transactions and e-commerce into their business processes. Despite challenges such as insufficient resources to launch and maintain e-commerce, SMEs can learn from organizations such as Amazon.com organizations to learn the value of being early adopters of new technologies. However, there is a significant research gap in this area, and future studies should be conducted to determine how the government can help SMEs adopt e-commerce.

REFERENCES

- [1] Cao, M.; Zhang, Q.; Seydel, J., 2005, B2C e-commerce web site quality: an empirical examination. *Industrial Management & Data Systems*.
- [2] Cullen, A. J.; Margaret, T., 2009, Critical success factors for B2B e-commerce use within the UK NHS pharmaceutical supply chain. *International Journal of Operations & Production Management*.
- [3] Dosi G, Pavitt K, Soete L., 1990, *The Economics of Technical Change and International Trade*. Accessed on 12 April 2015. Retrieved from <https://ideas.repec.org/b/ssa/lembks/dosietal-1990.html>
- [4] Stockdale, R. & Standing, C. (2002). A Framework for the Selection of Electronic Marketplaces: A Content Analysis Approach. *Internet Research: Electronic Networking Applications and Policy*, 12: 221–34.
- [5] Bakker, E., Zheng, J., Knight, L. & Harland, C. (2008). Putting E-Commerce Adoption in a Supply Chain Context. *International Journal of Operations & Production Management*, 28(4): 313-330.
- [6] Amit, R. & Zott, C. (2001). Value Creation in E-Business. *Strategic Management Journal*, 22(6/7): 493-520.

[7] Fouskas, K., Pachni-Tsitiridou, O., & Chatziharistou, C. (2020). A systematic literature review on e-commerce success factors. *Strategic Innovative Marketing and Tourism: 8th ICSIMAT, Northern Aegean, Greece, 2019*, 687-694.

[8] Lai, P. (2017). The literature review of technology adoption models and theories for the novelty technology. *Journal of Information Systems and Technology Management*, 14(1), 21-38. <https://doi.org/10.4301/s1807-17752017000100002>

[9] Larson, R. (2021, November 8). *The billionaire who took over the internet*. The Walrus. <https://thewalrus.ca/the-billionaire-who-took-over-the-internet/>

[10] Mkansi, M. (2021). E-business adoption costs and strategies for retail micro businesses. *Electronic Commerce Research*, 22(4), 1153-1193. <https://doi.org/10.1007/s10660-020-09448-7>

Салкынбаева Фатима Давитбаевна

*Ш.Есенов атындағы Каспий технологиялар және инжиниринг университеті,
Ақтау, Қазақстан*

Естурлиева Айгүл Икласовна

*Ш.Есенов атындағы Каспий технологиялар және инжиниринг университеті,
Ақтау, Қазақстан*

ШАҒЫН БИЗНЕСКЕ ЭЛЕКТРОНДЫ КОММЕРЦИЯНЫҢ ӘСЕРІ

Аннотация: Мақалада "электрондық коммерция" ұғымын анықтау әдістемесін жалпылау мақсатында ғылыми әдебиеттерге шолу берілген. Шағын бизнестегі электрондық коммерция саласындағы негізгі тенденциялар сипатталады. Электрондық коммерция нарығының дамуы туралы мәліметтер талданады және төмендегілерге баса назар аударылады: мобильді құрылғылардан сатып алулар саны артты; әлеуметтік желілердегі парақтарды құру және кеңінен қолдану кәсіпкерлердің электрондық коммерцияны дамытуының негізгі факторы болып табылады. Шағын кәсіпкерліктің электрондық коммерцияны қолданудың артықшылықтары мен кемшіліктері жүйеленген.

Бұл мақалада авторлар оның онлайн транзакциялар мен цифрлық платформаларға ауысуын талдау өзгермелі бизнес ландшафтына бейімделу үшін жеделдетілгенін атап көрсетеді. Ғылыми әдебиеттерге шолу жасау барысында электрондық коммерцияның шағын бизнеске әсері туралы жан-жақты түсінік берілді. Мақалада шағын бизнес үшін электрондық коммерция ландшафтын қалыптастыратын негізгі тенденциялар қарастырылып, мобильді құрылғылар арқылы сатып алулардың айтарлықтай өскенін атап өтті. Бұл тенденция кәсіпкерлердің мақсатты аудиторияға тиімді қол жеткізуі үшін мобильді құрылғыларға ыңғайлы онлайн қатысуының маңыздылығын көрсетеді.

Электрондық коммерция-бұл фирмалар бәсекелестік артықшылықтарға қол жеткізе алатын құрал. Сондықтан фирмалардың электрондық коммерция жүйелерін қалай енгізетінін және фирмалардың электрондық коммерция идеяларын қалыптастырудан бастап электрондық коммерцияны жүзеге асыруға дейінгі қандай жолмен жүретінін әрі қарай зерттеу қызықты success. To электрондық коммерцияның шағын бизнеске әсерін жан-жақты түсіну үшін сапалы зерттеу дизайнын қолдана отырып, бірнеше жағдайлық зерттеулерге талдау жасау өте маңызды.

Шағын бизнес электрондық коммерцияны ішкі және сыртқы операциялық құрылымдарына біріктіргенге дейін, қашан және одан кейін қиындықтарға тап болады, мысалы, технологияны қажетсіз бизнес шығындары ретінде қабылдау, электрондық коммерция инфрақұрылымын қаржыландыру үшін ресурстардың жетіспеушілігі және инновациялар мен бизнестің өсуіне түбегейлі көзқарасты қабылдау үшін басқарушылық қолдаудың болмауы. Электрондық коммерцияның шағын бизнеске әсерін талдау бизнесті жүргізу процесінде мүмкіндіктер мен қиындықтарды анықтауға көмектеседі.

Түйінді сөздер: автоматтандырылған ақпараттық технологиялар, электрондық коммерция, шағын бизнес, маркетинг, талдау, цифрлық ақпарат, кәсіпорын, технология, пайда, стратегия, шағын бизнес.

Салкынбаева Фатима Давитбаевна

*Каспийский университет технологий и инжиниринга им.Ш.Есенова,
г.Ақтау Республика Казахстан*

Естурлиева Айгул Икласовна

*Каспийский университет технологий и инжиниринга им.Ш.Есенова,
г.Ақтау Республика Казахстан*

ВЛИЯНИЕ ЭЛЕКТРОННОЙ ТОРГОВЛИ О МАЛОМ БИЗНЕСЕ

Электронная коммерция приобрела особое значение для развития малого бизнеса в прошлом году в связи с ограничениями, введенными в связи с распространением новой коронавирусной инфекции. В статье представлен обзор научной литературы с целью обобщения методологии определения понятия "электронная коммерция". Охарактеризованы основные тенденции в сфере электронной коммерции в малом бизнесе. Проанализированы данные о развитии рынка электронной коммерции и подчеркнута следующее: в России увеличилось количество покупок с мобильных устройств; создание и широкое использование страниц в социальных сетях является ключевым фактором развития электронной коммерции среди предпринимателей. Систематизированы преимущества и недостатки использования электронной коммерции малыми предприятиями.

В данной статье авторы освещают проблему, заключающуюся в том, что анализ, основанный на переходе к онлайн-транзакциям и цифровым платформам, был ускорен для адаптации к меняющемуся бизнес-ландшафту. Благодаря обзору научной литературы, было получено всестороннее представление о влиянии электронной коммерции на малый бизнес. В статье рассматриваются основные тенденции, формирующие ландшафт электронной коммерции для малого бизнеса, подчеркивается значительный рост покупок, совершаемых с помощью мобильных устройств. Эта тенденция подчеркивает важность присутствия предпринимателей в Интернете с помощью мобильных устройств для эффективного охвата их целевой аудитории.

Электронная коммерция - это инструмент, с помощью которого фирмы могут добиться конкурентных преимуществ. Поэтому интересно продолжить изучение того, как именно фирмы внедряют системы электронной коммерции и какой путь выбирают фирмы от генерации идей электронной коммерции до реализации успеха в электронной коммерции. Чтобы всесторонне понять влияние электронной коммерции на малый бизнес, крайне важно провести анализ множества тематических исследований с использованием качественного исследовательского подхода.

Малые предприятия сталкиваются с проблемами до, во время и после интеграции электронной коммерции в свои операционные структуры как внутри компании, так и за ее пределами, такими как восприятие технологии как ненужных бизнес-затрат, нехватка ресурсов для финансирования инфраструктуры электронной коммерции и отсутствие управленческой поддержки для принятия радикального подхода к инновациям и росту бизнеса. Анализ влияния электронной коммерции на малый бизнес помогает определить возможности и проблемы в процессе ведения бизнеса.

Ключевые слова: автоматизированные информационные технологии, электронная коммерция, малый бизнес, маркетинг. анализ, цифровая информация, предприятие, технология, выгода, стратегия, малый бизнес.