

Preserve local commerce in the global e-commerce era: the case of CiShoppo

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Abstract. The digitalization of commercial transactions has a great influence on the global market. E-commerce became very important in the dynamics of producer-consumer and supply-chain interactions, leading to the transformation of consuming processes. Also, the COVID-19 pandemic has changed the rules of consumption, especially encouraging online purchasing methods. Small suppliers have felt the impact of global e-commerce. They have consistently faced challenges from industry giants. The dominant presence of these large companies puts the survival of smaller suppliers in the market at risk, prompting them to adapt through digitization to remain competitive. The influence of this market's digitization, combined with the global competition of big e-commerce companies, has unfortunately led to the permanent shutdown of many local enterprises. To avoid this problem, we propose the case of a web design solution CiShoppo, owned by ITSvil s.r.l.. The aim is to promote local commerce and mitigate the impact of these market dynamics on small suppliers, preserving the concepts of 'local production' and 'km 0', ultimately contributing to the valorisation and support of local production.

1 Introduction

The concept of remote commerce emerged approximately forty years ago with teleshopping and electronic data exchange. However, the true conceptual revolution in commercial exchanges arrived in 1991 with the opening of the World Wide Web to the public. The first online purchase occurred a few years later in 1994 when the young entrepreneur Dan Kohn successfully sold a Sting album to a buyer in Philadelphia through his website called "NetMarket," receiving payment via credit card [1]. Since then, the progress in this sector has been increasingly rapid, driven not only by technological innovation but also by the underlying challenge. E-commerce has effectively reduced the operational costs of physical and local businesses, accelerated commercial transactions, and provided a global storefront

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[2]. It has enhanced digital services, ensuring compliance with privacy regulations and consumer protection, resulting in a surge in profits for major players at the expense of small local merchants [3]. The Covid-19 pandemic has imposed strong restrictions that have changed people's behaviours, and also their demand for goods and products. This event compelled consumers to stay confined in their homes [4] to prevent contagion, and merchants had to adhere to strict rules governing their activities. These conditions have led to the determinants of the competitiveness of companies that operate in conditions of uncertainty and change [5]. It has been stimulated by an increase in online platforms and e-commerce applications, which has prompted a heightened demand for a substantial amount of certified information. This necessity arises from the imperative to guarantee consumers and cultivate their loyalty. It is in this unprecedented and unimaginable scenario that the team at I.T.Svil S.r.l. they conceived and proposed an innovative service distinct from traditional e-commerce platforms—an online marketplace with the characteristics of local commerce. In this context stands the focus of this work, which is the analysis of a different business paradigm proposed. Indeed, an online retail hub idea has emerged, which is an effective network of marketplaces. Within this platform, merchants can meticulously tailor their focus to individual products, curate daily market offerings, establish client-centric pricing strategies, and efficiently manage surplus inventory. This innovative model not only caters to the needs of consumers but also emphasizes the availability of authentic Made-in- Italy products, offering a comprehensive solution to fulfil a myriad of consumer requirements. So, we will proceed in this work with the case study of CiShoppo, which consists of a Web Application for administrators and merchants and a dedicated Mobile App for buyers. Cishoppo is a marketplace platform aiming to create an online shopping centre. The primary goal of this project is to facilitate interaction between merchants and buyers, a dynamic that has undergone significant changes in the last three years due to the COVID-19 pandemic. It also focuses on promoting and enhancing the local economy, providing small businesses with the chance to expand their visibility and offer additional services to improve the shopping experience and customer loyalty. Through this platform, merchants can create an online showcase for their stores, showcase products and services, run marketing campaigns for promotions and offers, and manage orders. Additionally, the platform aims to promote and enhance local excellence, both in terms of tourism and gastronomy, incorporating targeted actions to offer tourists "experiential tourism" opportunities (Experiential tourism involves deep immersion in a country, city, or specific location, fostering a profound connection with its history, population, and culture).

Research question: How effectively can the implementation of a novel e-commerce framework, conceptualized as an extensive network of marketplaces, enhance the resilience of local merchants in mitigating challenges arising from the pandemic? This investigation aims to assess the efficacy of this approach in ensuring the uninterrupted flow of business operations, promoting successful product sales, and upholding the distinctive concept of "local production."

2 Related Works

The smart city is a new concept of urbanization in which the community intelligently manages resources to promote a sustainable and energy-self-sufficient economy [6]. This concept evolves through an articulated growth process involving economic activities, environmental resources, and interpersonal relationships [7]. Essentially, the smart city is based on a co-creation of value approach, making citizens active participants in the environment they live in (European Commission Smart Cities 2020). In practical terms,

involving citizens, along with public entities, businesses, and productive entities in the territory, becomes strategic for city management and contributes to the creation of a digital value system [8]. As stated in [9], leveraging information shared by citizens to create more sustainable, greener, and competitive urban ecosystems, offering a higher quality of life, becomes possible. Smart City Service Science (SCSS), following the principles of SDL [10,11] and Service Science [12,13], focuses on the co-creation of value through collaboration and participation of all smart city stakeholders, generating new value and providing better services to citizens within smart cities through advances offered by new ICT technologies [14,15]. Through ecosystems, business strategy can create value in two ways. First, innovation and product development efforts can be guided by considering the environmental context of the innovating firm in which the product is made and its correlation with other actors. Second, disruptions in markets, whether they are changes in players or products, can be detected and understood earlier and more quickly. This allows companies to adapt and move to the necessary innovation processes, reacting to change. The emerging and important discipline of technology assessment can benefit from this approach. The strength of the theory is the freedom to choose the scale at which to conduct such evaluation and its universal focus on the ultimate driver of economic activity: customer needs [16]. Innovation is a key competitive factor in the global economy as it contributes to firm consolidation in the market, differentiation from competitors and increased profits. To make innovation happen, the role of research and development is central, but it is also necessary for research and development activities to be immersed in ecosystems, characterized by being local networks of actors working synergistically to develop and bring innovations to market. When we talk about a technology-driven ecosystem, we refer to an environment in which different technologies and services interact synergistically to support a common goal. Here are some key principles of a technology-driven ecosystem:

Interoperability. Elements of the ecosystem must be able to communicate and interact seamlessly with each other. This requires open standards and shared protocols to ensure smooth connectivity.

Openness. The ecosystem should be open to new participants and innovations. This promotes diversity and the continuous evolution of the ecosystem.

Scalability. The ecosystem must be able to grow and adapt flexibly to handle increasing complexity and size. This includes the ability to handle an increasing number of users, devices and services.

Security. It is critical to protect sensitive data and ensure user trust. All components of the ecosystem must be designed with security and threat prevention best practices in mind.

User-Centric. User experience must be at the centre of ecosystem design. Services must be intuitive, accessible, and able to meet the needs of end users.

Continuous Innovation. The ecosystem should foster constant innovation. This can be achieved by encouraging research and development, supporting new business models, and adopting emerging technologies.

Sustainability. The ecosystem should be designed with a focus on environmental and social sustainability. This can include reducing environmental impact, promoting corporate social responsibility, and creating long-term value.

Strategic partnerships. Collaboration between different entities, such as companies, and academic and government institutions, is essential to the success of the ecosystem. Partnerships can lead to synergies and the sharing of resources.

Transparency. A transparent ecosystem promotes trust among users and actors.

Regulatory Compliance. The ecosystem must comply with relevant laws and regulations. Regulatory compliance is crucial to avoid legal problems and ensure user trust.

Integrating these principles can help create a technology-driven ecosystem that is robust, flexible, and geared for long-term success. To give an appropriate example of an ecosystem, Silicon Valley's ecosystem is considered the best innovation ecosystem in the world, and its fame is inextricably linked to the success of small innovative start-ups of the past, now known as the famous IT giants. It is worth adding that universities and research centres have also actively contributed to the success of this ecosystem both in terms of companies born as spin-offs from research projects and in terms of human resources and entrepreneurs. Finally, let us add that the European Commissioner for Innovation and Research, at the launch of the Horizon Europe Program as a testimony to the fact that Europe, in the 2021-2027 programming, has deployed all possible tools to unleash the innovative potential of European research, improving the relationship between companies and startups and universities and research centres, encouraging the creation of networks and their stabilization. Also, the evolution of social change within service ecosystems navigates the realms of value co-creation and innovation. This dynamic interplay between stakeholders fosters a transformative landscape where collaborative value creation and innovative approaches shape the trajectory of service ecosystems [17]. Consequently, the rise of service-oriented processes in daily life has reshaped conventional notions in the realms of traditional economics, management, organization, relationships, and computer systems. This shift has fostered the evolution of systems that are centred around services, marking the development and prominence of Service-oriented Systems. [18]. With the rapid growth of Industry 4.0 enabling technologies, various applications in different domains of smart cities, such as smart city planning or intelligent mobility, can be realized [19]. However, understanding the interconnections and mutual influences between city services in various application domains is still complex [20]. One aspect that empowers smart cities is marketing, and modern Proximity Marketing is closely linked to the use of the most used tool today, the smartphone. Proximity marketing refers to marketing strategies designed to engage consumers based on their geographic location or physical proximity to a particular location or store. This form of marketing leverages technology to reach target audiences when they are near a business or store. Proximity marketing is particularly relevant in the retail context, but it can also be applied in other sectors, such as events, catering, and location-based services. The goal is to increase customer interaction, improve the shopping experience, and stimulate sales by personalizing offers based on the consumer's location. In this historical period characterized by rapid technological advancements and new and increasingly dynamic lifestyles and therefore new types of customers, proximity marketing seems to have finally found a fertile ground to develop. In recent years, as previously mentioned, technological evolution and the introduction of smartphones have contributed to the development of roles, activities, and definitions that can be given to proximity marketing. We define proximity marketing as the wireless and localized distribution of advertising content related to a specific location. It involves the geographical identification of consumers through technologies such as wireless devices, GPS, radio frequencies, Wi-Fi, Bluetooth Low Energy, and Near Field Communication. Proximity marketing implies that companies must send their advertising content to targeted geographical locations where potential customers have been identified. In the 1990s, marketing agencies began using geographically based systems. The combination of geographical, spatial, socio-demographic, and behavioural information of consumers with sophisticated tools for data pattern recognition and market analysis gave rise to proximity marketing. Marketing activities are still designed to achieve financial goals, increase market share, and improve consumer loyalty [21]. Proximity marketing considers the spatial reality of the market [22]; it involves direct interactions with customers and the exploitation of their experience and knowledge for business activities [23]. In other words, proximity marketing allows companies to offer tailored offers for each consumer. Companies aim to develop loyalty to

their products, so they can benefit from a rapid return on investment [24], increased sales, and a consolidated brand image. Having laid the foundations to comprehensively frame proximity marketing, its technologies, and tools, we can now state that this type of marketing evolves from a broader and more complex marketing context, Mobile Marketing. The evolution of mobile marketing, and consequently e-commerce, can be attributed to a combination of regulatory reforms and technological innovation. The Internet (which played a significant role in the evolution) appeared in the late 1960s. Electronic commerce first developed in the early 1970s with innovations such as Electronic Funds Transfer (EFT), where funds can be electronically forwarded from one organization to another; or also the Electronic Data Interchange (EDI), which is used to electronically transfer routine documents, extending electronic transfers from financial transactions to other types of transaction processing. Other as the Inter-Organizational System (IOS) is a system that enables the automation of information flow between organizations to achieve desired supply chain management systems, allowing the development of competitive organizations [9, 12].

3 Methodology

The applied approach in this instance revolves around a case study methodology. Specifically, the selection of Cishoppo as a case study is driven by the unprecedented challenges posed by the COVID-19 pandemic, which disrupted the conventional dynamics of commerce. In response to the pandemic's impact on consumer behaviour and local businesses, the team at I.T.Svil S.r.l. they envisioned Cishoppo as an innovative solution, uniquely positioned to address the evolving landscape of remote commerce. This platform not only aligns with the historical trajectory of e-commerce evolution but also stands out for its commitment to fostering local economies and redefining the interaction between merchants and buyers. Cishoppo represents a timely and relevant case study that reflects the resilience and adaptability required in the face of unexpected disruptions, making it an intriguing subject for analysis and exploration. The data source for the analysis comes from ITSvil s.r.l. It served as the foundation for constructing the case study, yielding results and addressing the aforementioned research question. The objective was to boost local commerce and alleviate the repercussions of market dynamics on small suppliers. This initiative aimed to uphold the principles of local production' and 'km 0', ultimately contributing to the appreciation and support of local production. I.T.Svil operates as a service company in the Information and Communication Technology sector, founded by a team with profound knowledge of business processes. The company positions itself to cater to the needs of businesses aspiring to evolve through innovation, utilizing technology to enhance their organization, offerings, and target market. I.T.Svil operates as a strategic partner, investing alongside the customer and transforming from a reference supplier to a strategic collaborator. Within the territorial context, Cishoppo was conceptualized as an online shopping hub, empowering merchants to concentrate on their offerings. Vendors possess the autonomy to determine daily product offerings, set prices, and extend special promotions to customers. This methodology facilitates effective inventory management, preventing excess stock from lingering in storage for prolonged periods. The platform ensures transaction security without necessitating specialized computer expertise. Merchants can easily navigate their administrative interface to craft a polished and functional storefront. The case study methodology proves fitting when seeking answers to questions surrounding the "how" or "why" of a set of concurrent events beyond the researcher's control [25]. We tried also to use Comparison-focused sampling (CFS) to compare and contrast two or more different cases or occasions for an in-depth analysis [26]. In this instance, an exploratory approach was adopted, centred on a single (holistic) case

model. Despite certain inherent limitations of this methodology, particularly concerning statistical significance and selection bias, case studies boast numerous strengths, such as in-depth analysis, high conceptual validity, comprehension of context and process, and the generation of new hypotheses and research questions. Punch [27] characterizes it as "empirical research in which the data are not in the form of numbers." According to qualitative studies [28], "a case study delineates routine and problematic moments and meanings in individuals' lives, employing a diverse array of interconnected methods in the pursuit of gaining a richer understanding of the subject matter." Sekaran and Bougie posit that a case study delves into the meanings individuals attribute to a topic in a natural context [29]. It involves an in-depth examination of a small number of units, collecting information 'about a specific object, event, or activity,' such as a specific business unit or organization.' Stake [30] further defines the case study as an intrinsic, instrumental, collective, "robust," and "reliable" method [31].

4 Case Study

Before presenting the proposed case study, it is useful to specify what we mean by local production. Local production refers to the manufacture of goods or cultivation of products that takes place close to places of consumption, reducing the distance between the place of production and the place of final consumption. This approach aims to promote the use of local resources, support the local economy and reduce the environmental impact of transporting goods over long distances. Moreover, it refers to the creation and manufacture of goods or services within a limited geographical area, usually to meet the needs of the residents of the local community. and it is, indeed, our challenge to bring the flavours of our territories and our excellence, even non-culinary, to every part of the world, not forgetting that this type of production promotes the use of local resources, supports the local economy, and transforms communities into resilient environments. The Cishoppo case study proposes a pioneering model for the synergy between e-commerce and community dynamics in business. This platform aims to redefine the relationship between local businesses and consumers within a virtual marketplace paradigm. As an e-commerce solution, the platform emphasizes a user-friendly design catering to the diverse needs of merchants and customers. It serves as a comprehensive online marketplace, empowering merchants to focus on presenting their products in a novel virtual space. Addressing various aspects of the local ecosystem, including hospitality, mobility, cultural heritage, local productions, and social integration, the platform strives to create an inclusive environment. It provides a secure developmental framework, enhancing the overall quality and equity of social and economic participation. The case study underscores the evolution in the use of IT devices, propelled by ongoing engagement to validate the services offered. Aligned with the principles of intelligent places and smart people, the concrete application of this model facilitated by digital networks, seamlessly merges physical and digital domains to enhance human activities. The evolution of service enhancement through Cishoppo is complemented by the optimization of user access channels (PC, Smartphone, Tablet). Architecturally, the platform operates in the cloud, hosted in a data centre capable of efficiently distributing various e-commerce services. This architecture aligns with the principles of a technology-driven ecosystem, ensuring the seamless functioning of the platform and accessibility for users (Fig. 1).

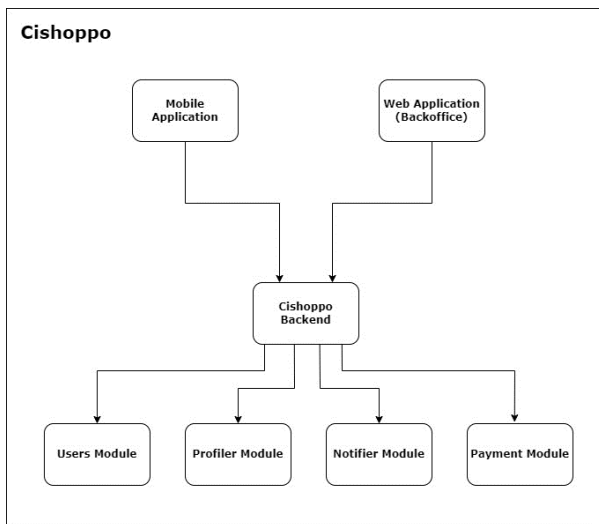


Fig. 1. CiShoppo Architecture

Here is the complete description of the architecture of the system proposed in general components:

Mobile App. This component is designed to provide an intuitive user experience accessible through mobile devices such as smartphones and tablets. It enables users to explore and purchase products, receive notifications, manage personal accounts, and securely process payments.

Web Application (Backoffice). It is dedicated to merchants, providing an online environment where they can manage their inventory, monitor sales, update product information, and customize the appearance of their virtual store. Using this component, inventory management, sales monitoring, product information management, and virtual store customization are managed.

CiShoppo Backend. The backend is the core of the entire platform, handling central operations, business logic, and communication between various system components within the rest controller endpoint exposed.

Users Module. The User module focuses on managing user accounts, preferences, and interactions within the platform. It ensures a personalised and secure experience for each user. It enables users to create accounts, log in securely, and manage personal information. Also, it implements robust authentication measures to safeguard user accounts and data.

Profiler Module. It is designed to collect and analyse data related to user behaviour on the platform. It provides valuable insights for personalizing the user experience and offering targeted recommendations.

Notifier Module. It manages the notification system, providing users with real-time alerts on new products, special offers, purchase confirmations, and other relevant events. Sending push notifications and/or in-app messages, managing user notification preferences.

Payment Module. Payment for the service can be made through various online payment channels such as PayPal (<https://www.paypal.com>, accessed on 20 July 2023), credit cards, and PagoPA (<https://www.pagopa.gov.it>, accessed on 20 July 2023), which also offers the option of recharging an electronic purse for paying the service. Through the portal, users can check the contents of their electronic purse, reload it, download invoices, and review their reservation and payment history.

4.1 Platform Requirements

Here, are some general system requirements that will be navigated by structuring two perspectives: Mobile Application and Web Application. The acronym RF stands for (Functional Requirement).

Mobile Application.

1. Administrator view:

RF_1.1: Authentication and Login

The application allows users to register on the platform by providing their credentials and subsequently accessing it using a username and password.

RF_1.2: Password Recovery

Users who forget their password can reset it by entering their email address and following the procedure to create a new password.

RF_1.3: Merchant Accreditation

Upon agreement with a merchant joining the platform, the administrator can create the merchant's store profile, accrediting costs based on the permissions and functionalities they choose to access.

RF_1.4: User Management

The administrator can manage their user account and perform operations such as creation, modification, and deletion for merchants.

RF_1.5: Store Management

The administrator can create, modify, and delete stores on the platform, associating them with either new or existing merchants.

RF_1.6: Permissions Management for Merchants

The administrator can manage permissions granted to merchants and modify the functionalities available based on the agreed-upon terms.

RF_1.7: Product Categories Management

The administrator can add, modify, and delete product categories and associate each product with a specific commercial category.

RF_1.8: City Management

The administrator can modify the list of cities available on the platform.

RF_1.9: FAQ Management

The administrator can manage the FAQ list, a compilation of questions and answers aimed at further clarifying the usage of the platform.

RF_1.10: Communications/InBox

The system provides an internal mailbox enabling interaction between administrators and merchants.

RF_1.11: Business Intelligence Analytics

The administrator has access to all statistics and metrics to monitor traffic on the platform and all registered stores.

2. Merchant:

RF_2.1: Authentication and Login

The application allows users to register on the platform by providing their credentials and subsequently accessing it using a username and password.

RF_2.2: Password Recovery

Users who forget their password can reset it by entering their email address and following the procedure to create a new password.

RF_2.3: User Account Management

Merchants can modify their profiles in the dedicated user area.

RF_2.4: Store Management

Merchants can manage their stores and products, associating them with predefined categories.

RF_2.5: Order Management

Merchants can view orders placed by their customers.

RF_2.6: Collection Management

Merchants can create and manage a catalogue of products or a digital menu to streamline the display of offered products and eliminate paper catalogues.

RF_2.7: Inventory Management

Merchants can manage their virtual inventory, adding and removing products, and adjusting product quantities based on availability.

RF_2.8: Payment Management

Merchants can manage payments for orders placed in their stores.

RF_2.9: Advertising Campaign Management

Merchants can add sections to their storefronts to highlight their offers. They can also be enabled to send push notifications to users who have consented to receive notifications about their products and/or stores.

RF_2.10: Communications/InBox

Merchants can send and receive messages from administrators through a dedicated mailbox.

RF_2.11: Coupon Campaign Management (Loyalty Points)

Merchants can issue spending coupons to customers who reach a minimum spending threshold or order amount.

RF_2.12: Reporting Offensive Content

Merchants can report offensive or illicit behaviours.

RF_2.13: Business Intelligence Analytics

Merchants have access to statistics and metrics to monitor and evaluate traffic in their stores present on the platform. In addition to viewing historical data, the system uses data mining algorithms to highlight associations between data and perform predictive analyses on buyer behaviour.

5 Results and Discussion

It is evident how in this scientific research, the case of CiShoppo emerges as a logical and substantiated choice, positioning itself as a strategic enabler for businesses venturing into the context of online marketplaces. This platform, with its multifaceted advantages, stands out as an indispensable tool for broadening audience reach and accessing unanticipated markets. Local businesses often deal with the challenge of expanding their customer network, constrained by geographical limitations. What is crucial in the work analysis conducted, is that this case study acts as a catalyst, facilitating buying and selling in a virtually limitless territory. This capability extends the target demographic, attracting a

more diverse and extensive customer base, and giving a means for businesses to transcend geographical boundaries, addressing a fundamental limitation faced by local enterprises. A defining characteristic of e-commerce is its accessibility around the clock, liberating customers from temporal constraints and allowing them to make purchases at their convenience. This characteristic not only caters to the evolving needs of consumers but also fosters uninterrupted business interactions. Efficient inventory turnover is a pivotal factor in minimizing costs and maximizing profits for businesses. CiShoppo emerges as an asset in our study, accelerating stock turnover and harmonizing with the overarching goal of cost reduction and profit maximization. The platform's role in streamlining inventory processes adds a practical dimension to its significance in the context of our exploration. Also, the concept of value co-creation becomes evident as businesses, the platform, and consumers collaboratively contribute to the creation of value [32], also with the importance of the role played by the adoption of a collaborative style in our particular era [33]. Thanks to new technology paradigms of our era, local businesses utilize CiShoppo to extend their reach, consumers benefit from a diverse array of products, and the platform itself thrives through the synergy of these interactions [34]. This collaborative process enhances the overall value proposition, exemplifying a dynamic and mutually beneficial ecosystem within the realm of online marketplaces. The integration of CiShoppo into our scientific article is robustly supported by its alignment with established e-commerce advantages. The platform not only addresses the limitations faced by local businesses but also provides a practical and comprehensive solution for reaching wider audiences, optimising operational efficiency, and enhancing profitability through scalable business expansion, preserving the essence of local business makes it a compelling and invaluable tool for businesses seeking to thrive in the dynamic landscape of online marketplaces.

6 Conclusion and future improvements

In the presentation of the case study of Cishoppo as the main point for our analysis, we aimed to explore how a high technological platform goes beyond conventional e-commerce models. We have tried to give a distinct emphasis on the need to promote local commerce, coupled with its technological features tailored for both merchants and consumers, providing a rich and nuanced context for investigating the evolving dynamics of virtual marketplaces. This particular business model unravels insights into the impact of technology on local economies, innovation processes, and the overall retail experience, contributing to a comprehensive understanding of contemporary e-commerce trends and challenges. The aim of this new concept is the idea of a virtual marketplace, an urban shopping centre, utilizing state-of-the-art technological systems to facilitate innovation processes. Introducing CiShoppo, as an online shopping centre, the merchants can focus exclusively on their products. Every day, they have the flexibility to curate their market, determine optimal prices for their customer base, and efficiently manage inventory, preventing goods from lingering in storage for extended periods." The aim is not only to adeptly navigate and mitigate the challenges confronting local businesses but also to furnish a pragmatic and comprehensive remedy, facilitating broader audience outreach, refining operational efficiency, and amplifying profitability through scalable business expansion. Contemplating the trajectory ahead, potential enhancements in user experience, technological integrations, and sustainability measures present avenues for further refinement. Concurrently, it's crucial to recognize that the transformation of everyday life processes towards service-oriented models, as highlighted in our analysis, has significantly altered the traditional frameworks of economics, management, organization, relationships, and computer systems. This evolution has paved the way for the establishment and growth

of Service-oriented Systems. However, it is imperative to discern and acknowledge certain limitations within the platform's operational landscape, as well as in the broader context of service-oriented systems. Disparities in regional markets, evolving consumer preferences, and inherent challenges in adopting such systems on a widespread scale necessitate a nuanced comprehension. Recognizing these constraints becomes pivotal in sculpting the platform's trajectory and enhancing its adaptability to the dynamic intricacies of online marketplaces. Furthermore, Cishoppo transcends its role as a mere facilitator of e-commerce advantages; it helps local and sustainable commerce values: the platform exemplifies a steadfast commitment to preserving the essence of local commerce by facilitating transactions across virtually boundless territories, attracting a diverse customer base, and upholding the tenets of "local production".

As future improvements, moreover, to address limitations related to geographical constraints, Cishoppo could explore strategies to enhance its global presence. This may involve targeted marketing campaigns, language localization, and partnerships with international shipping services to make the platform more accessible to users worldwide. To further implement the business the hypothesis is to build a partnership for online sales of local products represents a significant opportunity for both local producers and consumers. This synergy could allow producers to access a broader platform and reach a wider customer base while promoting the diversity and authenticity of local products. For consumers, this partnership would offer the convenience of accessing high-quality products directly from their community, while supporting the local economy and reducing the environmental impact associated with transportation. One of the best forms through which such synergy could take shape is the creation of an ad hoc consortium that would synthesize all the needs in the field and attempt to bring them, in an organized manner, to a higher level of interaction. Important results can be analyzed both in terms of sales growth and in terms of gaining awareness for a new sales paradigm. This new market space, which we will call In-Thing Purchase [5], is inspired by the logic of In-App Purchase, and more broadly by that of the App Economy to enrich Smart Products with paid-for features. The great novelty of this perspective will be the possibility of transforming the product into a new sales channel, just as has happened with Apps. This model will also represent a "cultural" shift since it has become possible for the user to radically simplify the purchase of new services, features, customizations or additions to what they are using. The fact of being able to make the purchase choice directly within the application, without intermediate steps and operations and being able to directly and immediately enjoy the benefits related to the new purchase, has created a new relationship between providers and customers and has enabled the development of new services and automatisms that have in turn made possible the creation of Recurrent business logic. This is precisely why, as technology evolves and new payment methods expand, user training and support initiatives will be critical. Cishoppo can implement user-friendly guides, video tutorials, and proactive customer support to ensure that users are well-informed about new features and technological advances.

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