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**Electronic commerce and commercial
management in Latin America: a systematic
literature review**

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DEDICATORY

For all the people who supported me during this process, believed in me, and inspired me to reach my goals.

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To my family, for their unconditional support.

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and company.

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Comercio electrónico y gestión comercial en Latinoamérica: una revisión sistemática de literatura

Resumen

Este artículo pretende comprender, a través de una revisión sistemática de literatura y un análisis textométrico realizado con IRAMUTEQ, la relación entre el comercio electrónico (CE) y la gestión comercial (GC), además de las estrategias aplicadas en este ámbito en el contexto latinoamericano. Se utilizó la metodología PRISMA 2020, que contempló tres fases: (1) identificación, donde se consideró las bases científicas de Scielo, Scopus, Emerald, Redalyc y ResearchGate; (2) evaluación; y (3) inclusión. En los resultados y discusión, se detallan los seis conglomerados generados con IRAMUTEQ. Finalmente, en la conclusión, se demuestra: (1) la relación que debe existir entre el CE y la GC. (2) Las variables que han considerado las empresas en la GC en el CE. (3) Las estrategias que deben contemplarse en base a la GC en organizaciones que consideran al CE como un canal comercial.

Palabras clave

- Comercio electrónico, e-commerce, gestión comercial, negocios, estrategias.

Electronic commerce and commercial management in Latin America: a systematic literature review

Abstract

This article aims to understand, through a systematic literature review of and a textometric analysis performed with IRAMUTEQ, the relationship between electronic commerce (EC) and commercial management (CM), as well as the strategies applied in this field in the Latin American context. The methodology used was PRISMA 2020, which included three phases: (1) identification where the scientific bases of Scielo, Scopus, Emerald, Redalyc, and ResearchGate were considered; (2) evaluation; and (3) inclusion. In the results and discussion, the six clusters generated with IRAMUTEQ are detailed. Finally, in the conclusion, it is demonstrated: (1) the relationship that must exist between the EC and the CM. (2) The variables that companies have considered in the CM in the EC. (3) The strategies, based in CM, that should be considered in organizations that apply EC as a commercial channel.

Keywords

- Electronic commerce, e-commerce, commercial management, business, strategies.

Electronic commerce and commercial management in Latin America: a systematic literature review

1. Introduction

Electronic commerce and commercial management are closely related and are fundamental for the success of companies that want to improve their sales. Electronic commerce involves the buying and selling of products or services through electronic means, mainly the Internet. Electronic commerce includes physical products, digital downloads, services, online reservations, subscriptions, etc. Electronic commerce is a fundamental part of the global economy and has experienced a significant growth in the recent decades (Robayo-Botiva, 2020).