

14th International Conference on Exploring
Service Science (IESS 2.4) 7-9 February
2024, Brno, Czech Republic

Title: “Preserve Local Commerce in the Global
Ecommerce Era: The Case of CiShoppo”

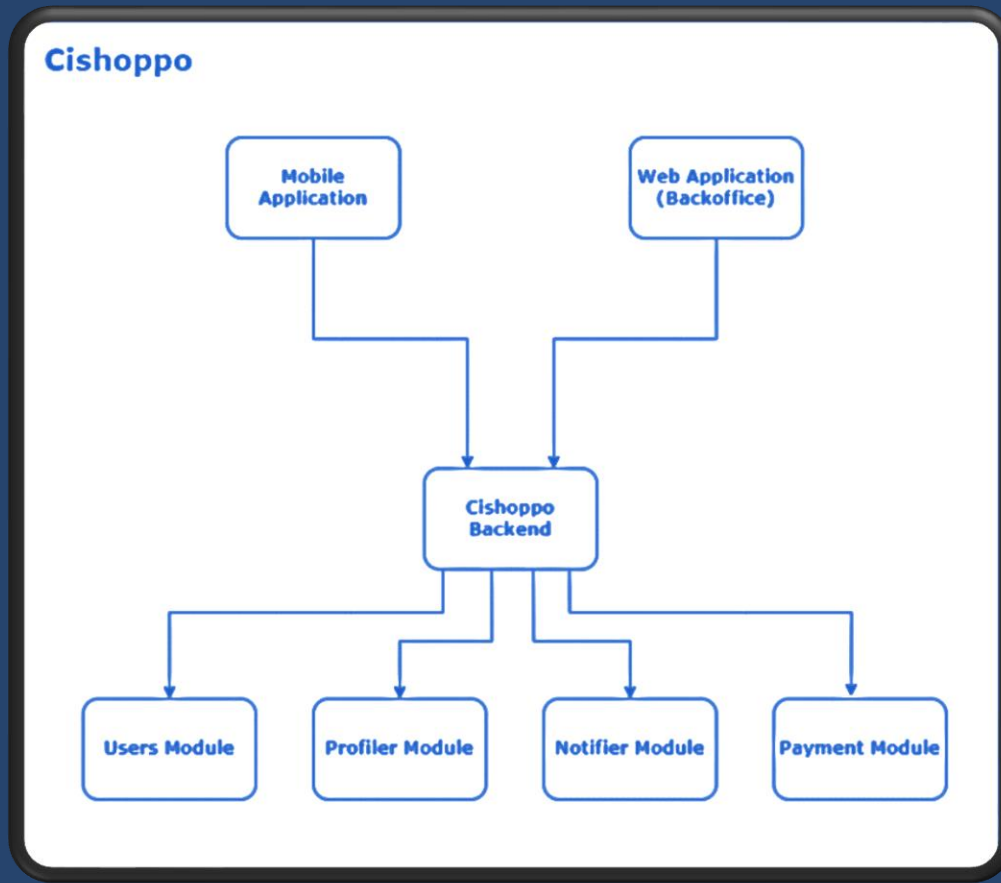
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The introduction explores the progression of e-commerce, tracing its origins from the first online sale in 1994 to its remarkable expansion, particularly during the pandemic.

This sets the stage for the subsequent case study, which delves into Cishoppo a marketplace platform that has played a pivotal role in advancing local commerce.





Cishoppo Architecture

The "Related Works" section discusses smart cities, focusing on sustainable and tech-driven ecosystems. Key aspects include:

- Citizen co-creation in smart cities for sustainable living.
- Smart City Service Science (SCSS) principles.
- Innovation and product development in business ecosystems.
- Technology-driven ecosystems: Interoperability, Openness, Scalability, Security, User-Centricity, Continuous Innovation, Sustainability, Strategic Partnerships, Transparency, Regulatory Compliance.
- Silicon Valley as an exemplary innovation ecosystem.
- The role of universities, research centers, and Horizon Europe Program in fostering innovation.
- Service-oriented processes and their impact on economics and management.
- Industry 4.0 technologies in smart city applications.
- Proximity Marketing: strategies, technological evolution, and its role in personalized consumer engagement.
- The historical development of e-commerce and mobile marketing: Electronic Funds Transfer (EFT), Electronic Data Interchange (EDI), Inter-Organizational System (IOS).

The "Methodology" section outlines the case study approach that was used to analyze Cishoppo. It explores Cishoppo's innovative response to the evolving commerce dynamics and its commitment to boosting local economies during the COVID-19 pandemic.

The study, based on data from ITSvil s.r.l., aims to help local commerce and uphold the principles of local production. It describes I.T.Svil's role as a strategic partner in technology and innovation, and details how Cishoppo empowers merchants with flexible product management and secure transactions. The methodology is valued for its depth and ability to generate new hypotheses, despite limitations in statistical significance and selection bias.



Cishoppo provides a user-friendly interface for both merchants and consumers, addressing aspects like hospitality, mobility, and cultural heritage. The platform is cloud-based, offering services like a mobile app for consumers, a web application for merchants, and various backend modules for user management, profiling, notifications, and payments, ensuring a comprehensive and secure e-commerce experience



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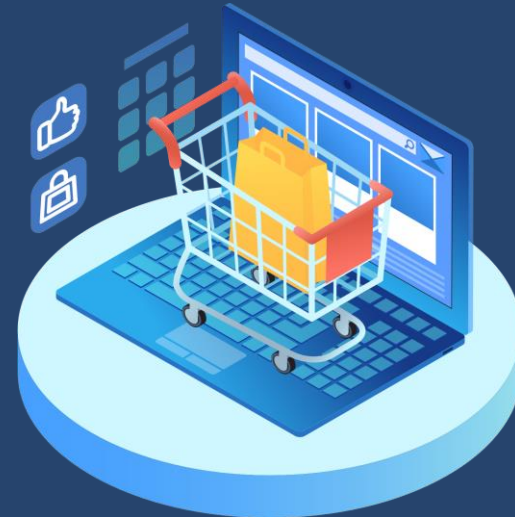


24 HOURS SERVICE

The "Platform Requirements" section details the functional requirements for the Cishoppo platform, categorized under Mobile Application for Administrators and Merchants.

Administrator Mobile Application

1. Authentication and Login
2. Password Recovery
3. Merchant Accreditation
4. User Management
5. Store Management
6. Permissions Management for Merchants
7. Product Categories Management
8. City Management
9. FAQ Management
10. Communications/InBox
11. Business Intelligence Analytics



The "Platform Requirements" section details the functional requirements for the Cishoppo platform, categorized under Mobile Application for Administrators and Merchants.

Merchant Mobile Application:

1. Authentication and Login
2. Password Recovery
3. User Account Management
4. Store Management
5. Order Management
6. Collection Management
7. Inventory Management
8. Payment Management
9. Advertising Campaign Management
10. Communications/InBox
11. Coupon Campaign Management (Loyalty Points)
12. Reporting Offensive Content
13. Business Intelligence Analytics



The "Results and Discussion" section highlights the strategic significance of Cishoppo in the realm of online marketplaces. Key points include:

1. **Strategic Enabler:** Cishoppo is identified as a strategic enabler for businesses, helping them overcome geographical limitations and expand their customer network in the online marketplace.
2. **Expanding Customer Reach:** The platform enables local businesses to extend their reach beyond physical boundaries, attracting a diverse customer base and transcending geographical constraints.
3. **Accessibility and Convenience:** Cishoppo offers round-the-clock accessibility, catering to modern consumer needs and enabling uninterrupted business operations.
4. **Inventory Management:** The platform aids in efficient inventory turnover, aligning with business goals of cost reduction and profit maximization.
5. **Value Co-creation:** It emphasizes collaborative value creation among businesses, the platform, and consumers, enhancing the overall value proposition.
6. **Technological Synergy:** Utilization of Cishoppo by local businesses leverages new technology paradigms, benefiting both the businesses and consumers, and fostering a dynamic ecosystem.
7. **Operational Efficiency and Profitability:** Cishoppo provides solutions for scalable business expansion while preserving local business essence, making it a valuable tool for thriving in online marketplaces.
8. **Alignment with E-commerce Advantages:** The platform aligns with the established benefits of e-commerce, addressing limitations of local businesses and offering comprehensive solutions for wider audience reach and operational efficiency.

This section underscores Cishoppo's critical role in empowering local businesses to navigate the challenges of online commerce, underlining its effectiveness and relevance in the current digital landscape.

The "Conclusion and Future Improvements" section of the case study highlights Cishoppo as a groundbreaking platform that transcends traditional e-commerce by emphasizing local commerce and offering tailored technological features. Key points include:

1. **Impact of Technology on Local Economies:** Cishoppo's business model provides insights into technology's role in local economies, innovation, and retail experiences.
2. **Virtual Marketplace Model:** The platform's concept of a virtual urban shopping center using advanced technology to facilitate innovation and focus on product curation, pricing, and inventory management.
3. **Future Enhancements:** Potential improvements include user experience enhancements, technological integrations, and sustainability measures.
4. **Transformation to Service-Oriented Models:** Acknowledgment of the shift in everyday life processes towards service-oriented models, impacting traditional economic and management frameworks.
5. **Operational Limitations and Challenges:** Identification of limitations and challenges in the platform's operational landscape and broader context of service-oriented systems.
6. **Preservation of Local Commerce:** Emphasis on Cishoppo's commitment to local commerce values, facilitating transactions across vast territories and supporting "local production".

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1. **Global Expansion Strategies:** Strategies for enhancing global presence, like targeted marketing, language localization, and international shipping partnerships.
2. **Partnerships and Consortiums:** Proposals for partnerships to promote local products, potentially through an ad hoc consortium, to expand sales and increase market awareness.
3. **In-Thing Purchase Model:** A novel concept inspired by In-App Purchase and App Economy, transforming products into new sales channels and fostering a cultural shift in purchasing.
4. **User Training and Support Initiatives:** Importance of user education and support for new payment methods and technological features, through user-friendly guides, video tutorials, and proactive customer support.

The section concludes by acknowledging Cishoppo's role in redefining e-commerce, focusing on local values and facing future challenges with innovative solutions and potential expansions.





thanks for your attention!

Any questions?