



The Impact of Global Health Treat COVID-19 on the Implementation of Corporate Innovations in E-commerce Within the Slovak Republic

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The pandemic of the new coronavirus causing COVID-19 poses a global health threat with a direct impact on individual companies and the country's economy. Estimating the overall effects of COVID-19 is very difficult at the moment, as the situation is evolving every day, and the length of the restrictive measures is not known in advance.

The purpose of this research paper is to highlight how these challenges have affected service businesses and led to the more innovative use of technology and e-commerce.

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Introduction

- The impact of the COVID-19 pandemic is gradually being transmitted to all areas of economic life in Slovakia.
- A vital aspect of the transformation has been the increased digitization and accelerated implementation of previously anticipated trends, which have been discussed in the information management literature for many years.
- The concept of consumer innovation refers to "the interindividual differences that characterize people's responses to new things" (Goldsmith & Foxall, 2003). The success of e-commerce also depends on consumer culture (Sohaib and Kang, 2015a), as culture influences consumer innovation.

Methodology

- Data analysis using a statistical approach via SPSS was preceded by data collection and creating a relevant database.
- Data were collected through a questionnaire survey, and a total of 81 companies were contacted.
- Businesses that fall into small and medium-sized enterprises with a turnover of up to 10 million € were addressed.

Results

| | | Crosstab | | | |
|----------|-----|-------------------|----------|--------|--------|
| | | OUTCOME | | Total | |
| | | decrease | increase | | |
| DELIVERY | no | Count | 30 | 5 | 35 |
| | | Expected Count | 19,4 | 15,6 | 35,0 |
| | | % within DELIVERY | 85,7% | 14,3% | 100,0% |
| | | % within OUTCOME | 66,7% | 13,9% | 43,2% |
| | | % of Total | 37,0% | 6,2% | 43,2% |
| | yes | Count | 15 | 31 | 46 |
| | | Expected Count | 25,6 | 20,4 | 46,0 |
| | | % within DELIVERY | 32,6% | 67,4% | 100,0% |
| | | % within OUTCOME | 33,3% | 86,1% | 56,8% |
| | | % of Total | 18,5% | 38,3% | 56,8% |
| Total | | Count | 45 | 36 | 81 |
| | | Expected Count | 45,0 | 36,0 | 81,0 |
| | | % within DELIVERY | 55,6% | 44,4% | 100,0% |
| | | % within OUTCOME | 100,0% | 100,0% | 100,0% |
| | | % of Total | 55,6% | 44,4% | 100,0% |

Results

| Crosstab | | | | | |
|----------|------------------|------------------|----------|----------|--------|
| | | | OUTCOME | | Total |
| | | | decrease | increase | |
| e-shop | no | Count | 30 | 8 | 38 |
| | | Expected Count | 21,1 | 16,9 | 38,0 |
| | | % within e-shop | 78,9% | 21,1% | 100,0% |
| | | % within OUTCOME | 66,7% | 22,2% | 46,9% |
| | | % of Total | 37,0% | 9,9% | 46,9% |
| | yes | Count | 15 | 28 | 43 |
| | | Expected Count | 23,9 | 19,1 | 43,0 |
| | | % within e-shop | 34,9% | 65,1% | 100,0% |
| | | % within OUTCOME | 33,3% | 77,8% | 53,1% |
| | | % of Total | 18,5% | 34,6% | 53,1% |
| Total | Count | 45 | 36 | 81 | |
| | Expected Count | 45,0 | 36,0 | 81,0 | |
| | % within e-shop | 55,6% | 44,4% | 100,0% | |
| | % within OUTCOME | 100,0% | 100,0% | 100,0% | |
| | % of Total | 55,6% | 44,4% | 100,0% | |

Results

Table 4. Model Summary

| Step | -2 Log likelihood | Cox & Snell R Square | Nagelkerke R Square |
|------|---------------------|----------------------|---------------------|
| 1 | 80,716 ^a | ,314 | ,421 |

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

Conclusion

Based on the analyses, it is possible to conclude that the disease that affected the company's entire functioning also resulted in forcing companies to make changes in e-commerce. The research document is an initial analysis of the impact of the disease on e-commerce, and it is necessary to address this issue in the longer term with a time interval of 2-3 years. Also, performing the analysis on a larger sample of companies should depend on the business's nature to increase the output's relevance.

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Thank you for your attention

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