













- [29] N. Kuruwitaarachch, "Application Layer Challenges and Adoption Barriers to Internet Based Advanced Communication Technologies in SME," *Proc. - 2018 IEEE 15th Int. Conf. E-bus. Eng. ICEBE 2018*, pp. 318–323, 2018, doi: 10.1109/ICEBE.2018.00060.
- [30] S. Basu, G. Biswas, and J. S. Kinnebrew, "Learner modeling for adaptive scaffolding in a Computational Thinking-based science learning environment," *User Model. User-adapt. Interact.*, vol. 27, no. 1, pp. 5–53, 2017, doi: 10.1007/s11257-017-9187-0.
- [31] S. Chen and D. Lee, "Small and vulnerable: SME productivity in the great productivity slowdown," *J. financ. econ.*, vol. 147, no. 1, pp. 49–74, 2023, doi: <https://doi.org/10.1016/j.jfineco.2022.09.007>.
- [32] X. He and W. Xiao, "What drives family SMEs to internationalize? An integrated perspective of community institutions and knowledge resources," *J. Int. Financ. Mark. Institutions Money*, vol. 81, p. 101682, 2022, doi: <https://doi.org/10.1016/j.intfin.2022.101682>.
- [33] J. P. Tamvada, S. Narula, D. Audretsch, H. Puppala, and A. Kumar, "Adopting new technology is a distant dream? The risks of implementing Industry 4.0 in emerging economy SMEs," *Technol. Forecast. Soc. Change*, vol. 185, p. 122088, 2022, doi: <https://doi.org/10.1016/j.techfore.2022.122088>.
- [34] A. Pommeranz, J. Broekens, P. Wiggers, W.-P. Brinkman, and C. M. Jonker, "Designing interfaces for explicit preference elicitation: a user-centered investigation of preference representation and elicitation process," *User Model. User-adapt. Interact.*, vol. 22, no. 4, pp. 357–397, 2012, doi: 10.1007/s11257-011-9116-6.
- [35] P. D. Dirgantari, Y. M. Hidayat, M. H. Mahphoth, and R. Nugraheni, "Level of use and satisfaction of e-commerce customers in covid-19 pandemic period: An information system success model (issm) approach," *Indones. J. Sci. Technol.*, vol. 5, no. 2, pp. 261–270, 2020, doi: 10.17509/ijost.v5i2.24617.
- [36] A. Alsaad, A. Taamneh, I. Sila, and H. Elrehail, "Understanding the global diffusion of B2B E-commerce (B2B EC): An integrated model," *J. Inf. Technol.*, vol. 36, no. 3, pp. 258–274, 2021, doi: 10.1177/0268396220961396.
- [37] B. P. Dewa and B. Setyohadi, "Analisis Dampak Faktor Customer Relationship Management dalam Melihat Tingkat Kepuasan Dan Loyalitas Pada Pelanggan Marketplace Di Indonesia," *Telematika*, vol. 14, no. 01, pp. 33–38, 2017, doi: 10.31315/telematika.v14i01.1964.
- [38] J. Tang, "Artificial Intelligence-based E-commerce Platform based on SaaS and Neural Networks," *Proc. 4th Int. Conf. Inven. Syst. Control. ICISC 2020*, no. Icisc, pp. 421–424, 2020, doi: 10.1109/ICISC47916.2020.9171193.
- [39] F. Shaikh and D. Patil, "Multi-tenant e-commerce based on SaaS model to minimize IT cost," *2014 Int. Conf. Adv. Eng. Technol. Res. ICAETR 2014*, pp. 2–5, 2014, doi: 10.1109/ICAETR.2014.7012861.
- [40] W. Rachbini, I. H. Hatta, and T. Evi, "Determinants of trust and customer loyalty on C2C e-marketplace in Indonesia," *Int. J. Manag.*, vol. 10, no. 3, pp. 119–129, 2019, doi: 10.34218/IJM.10.3.2019.012.
- [41] H. Ji, Y. Yun, S. Lee, K. Kim, and H. Lim, "An adaptable UI/UX considering user's cognitive and behavior information in distributed environment," *Cluster Comput.*, vol. 21, no. 1, pp. 1045–1058, 2017, doi: 10.1007/s10586-017-0999-9.