

## REFERENCE

- [1] Ministry of Foreign Affairs, 2018, pp. 43–108.
- [https://www.mofa.go.kr/www/wpge/m\\_21507/contents.do](https://www.mofa.go.kr/www/wpge/m_21507/contents.do) | The provided report is in Korean language and gives information on Koreans living in foreign countries.
- [2] D. Chaffey and F. Ellis-Chadwick, *Digital marketing: strategy, implementation and practice*. Pearson, 2016.
- [3] Z. Qin, *Introduction to e-commerce*. Springer, 2009.
- [4] D. Chaffey and F. Ellis-Chadwick, *Digital Marketing 6th Edition*, 6th ed. Pearson, 2015.
- [5] G. Sharma and W. Lijuan, “The effects of online service quality of e-commerce Websites on user satisfaction,” *The Electronic Library*, vol. 33, no. 3, pp. 468–485, 2015.
- [6] F. Aulkemeier, M. A. Paramartha, M.-E. Iacob, and J. van Hillegersberg, “A pluggable service platform architecture for e-commerce,” *Information Systems and e-Business Management*, vol. 14, no. 3, pp. 469–489, 2015.
- [7] L. Zhou, W. Wang, J. (D. Xu, T. Liu, and J. Gu, “Perceived information transparency in B2C e-commerce: An empirical investigation,” *Information & Management*, vol. 55, no. 7, pp. 912–927, 2018.
- [8] A. Sivaji, A. G. Downe, M. Fahmi Mazlan, S.-T. Soo, and A. Abdullah, “Importance of incorporating fundamental usability with social & trust elements for E-Commerce website,” *2011 International Conference on Business, Engineering and Industrial Applications*, 2011.
- [9] L. Bonastre, and T. Granollers, “A set of heuristics for user experience evaluation in e-commerce websites,” *7th International Conference on Advances in Computer-Human Interactions*, IARIA pp. 27-34, 2014.
- [10] G. P. H. Kandambi and W. M. J. I. Wijayanayaka, “Integrated Conceptual Framework to Explain Online Purchasing Intention in E-Commerce,” *Journal of Internet and e-business Studies*, pp. 1–26, 2020.
- [11] E. Triandini, A. Djunaidy, and D. Siahaan, “Mapping requirements into e-commerce adoption level: A case study Indonesia SMEs,” *2017 5th International Conference on Cyber and IT Service Management (CITSM)*, 2017.
- [12] M. A. Morid and M. Shajari, “An enhanced e-commerce trust model for community based centralized systems,” *Electronic Commerce Research*, vol. 12, no. 4, pp. 409–427, 2012.

- [13] A. A. Jahanshahi, S. X. Zhang, and A. Brem, "E-commerce for SMEs: empirical insights from three countries," *Journal of Small Business and Enterprise Development*, vol. 20, no. 4, pp. 849–865, 2013.
- [14] C. Mbayo Kabango and A. Romeo Asa, "Factors influencing e-commerce development: Implications for the developing countries," *International Journal Of Innovation And Economic Development*, vol. 1, no. 1, pp. 59–66, 2015.
- [15] H. I. Kwon, B. H. Baek, Y. J. Ahn, and J. H. Lee, "e-커머스 서비스 혁신을 위한 발전 전략 연구 A Study on the Development Strategies for e-commerce Innovation ," *한국콘텐츠학회논문지*, vol. 20, no. 1, pp. 217–232, Jan. 2020.
- [16] D. J. Kim, M.-S. Yim, V. Sugumaran, and H. R. Rao, "Web assurance seal services, trust and consumers' concerns: an investigation of e-commerce transaction intentions across two nations," *European Journal of Information Systems*, vol. 25, no. 3, pp. 252–273, 2016.
- [17] C. Musciano and B. Kennedy, *HTML & XHTML: the definitive guide*. Sebastopol, California: O'Reilly Media, 2012.
- [18] E. A. Meyer, *CSS: the definitive guide*. Sebastopol, California: O'Reilly Media, 2015.
- [19] P. A. Wilton, *Beginning javascript*. Indianapolis, IN: Wiley Pub., Inc., 2009.
- [20] R. Blum, *PHP, MYSQL, & JavaScript all-in-one for dummies*. Hoboken, NJ: John Wiley & Sons, Inc., 2018.
- [21] C. Coronel and S. A. Morris, *Database systems design, implementation, and management*. Boston, MA: Cengage, 2019.
- [22] R. Nixon, *Learning PHP, MySQL, JavaScript, CSS & HTML5*. Beijing, China: O'Reilly Media, Inc., 2015.
- [23] T. Murnane and K. Reed, "On the effectiveness of mutation analysis as a black box testing technique," in *Software Engineering Conference, 2001. Proceedings. 2001 Australian*, 2001, pp. 12 – 20
- [24] R. M. Roth, A. Dennis, and B. H. Wixom, *System analysis and design*. Singapore: John Wiley & Sons, Inc., 2013.
- [25] N. V. Patel, *Critical systems analysis and design: a personal framework approach*. New York: Routledge, 2005.
- [26] A. Dennis, B. H. Wixom, D. P. Tegarden, and E. Seeman, *System analysis & design: an object-oriented approach with UML*. Hoboken, NJ: John Wiley & Sons, Inc, 2015.

- [27] M. Cao, Q. Zhang, and J. Seydel, "B2C e-commerce web site quality: an empirical examination," *Industrial Management & Data Systems*, vol. 105, no. 5, pp. 645–661, 2005.
- [28] T.-P. Liang and H.-J. Lai, "Effect of store design on consumer purchases: an empirical study of on-line bookstores," *Information & Management*, vol. 39, no. 6, pp. 431–444, 2002.
- [29] N. J. Lightner, "Evaluating e-commerce functionality with a focus on customer service," *Communications of the ACM*, vol. 47, no. 10, pp. 88–92, 2004.
- [30] R. Filieri, F. McLeay, and B. Tsui, "Antecedents of travellers' satisfaction and purchase intention from Social Commerce websites," *Information and Communication Technologies in Tourism 2017*, pp. 517–528, 2017.
- [31] Z. Huang and M. Benyoucef, "From e-commerce to social commerce: A close look at design features," *Electronic Commerce Research and Applications*, vol. 12, no. 4, pp. 246–259, 2013.

