**E-Commerce amidst Covid-19**

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**ABSTRACT.** The purpose of this study is to investigate and explore how E-Commerce forms are affected by the Covid-19 pandemic; it also aims to perceive how their value chains have changed. This paper will help students gain professional and practical skills being undertaken in this kind of circumstances, especially those who wish to pursue a career in E-commerce. This study strives to be utilized as an assisting guide for e-commerce firms dealing with the current pandemic or similar future pandemics. Precisely, the study ought to answer the overarching questions: 1.) How are e-commerce firms affected by the Covid-19 outbreak; 2.) What parts of their value chains are being affected by Covid-19. Henceforth, Descriptive and Exploratory Quantitative Research Design, Purposive Sampling, General Weighted Mean, Frequency Distribution, and Ranking have been utilized. Furthermore, the researchers surveyed the respondents by giving out closed-ended, web-based questionnaires. With our study region, Makati City, Manila, 30 respondents were interviewed. The data will be bestowed case by case by presenting the graphs from the actual data concerning the concepts. The cases will begin by presenting some general information about the sellers, followed by how the Covid-19 situation has affected them and their value chains. Overall, we conclude that E-commerce firms increased their sales, but their expenditures increased and found it challenging to meet demands and expand due to the problems they faced because of the pandemic. Consequently, with the researchers’ realization, these findings are needed by online sellers as it is beneficial to them to identify the problem and devise solutions.

**Keywords**: E-commerce, Covid-19, Value Chain, Digital business environment, Online Selling