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# **THE IMPACT OF THE GLOBAL CONTEXT ON LAST-MILE DELIVERY AND THE RELATIONSHIP WITH THE E-COMMERCE CHANNEL**

Tesis para optar el Título Profesional de Ingeniero Industrial

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# The Impact Of The Global Context On Last-Mile Delivery And The Relationship With The E-Commerce Channel

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**Resumen o Abstract:** The global context of the covid-19 pandemic affected the whole world in several fields. One of the main aspects was the adoption of new ways of purchasing, specifically through digital channels due to the confinements and preventive measures imposed in most countries. This fact brought changes in business practices, including the last mile delivery of the supply chain. The objective of this article is to find the relationship between last mile delivery performance and e-commerce channel preference in the global pandemic context. The research methodology consisted of conducting a survey to a segment of the population of Metropolitan Lima, Peru. Through which the interactions and the effect of the variables established in the model were tested. It can be concluded that the results agree with the literature reviewed regarding the relationship of the variables. Among the important findings, it was found that electronic channels are here to stay; the pandemic was an accelerating trigger of an imminent process.

**Palabras Clave o Keywords:** e-commerce, supply chain, covid-19, last mile, digital offer

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