Bibliografía

Rodríguez, K., Ortiz, O., Quiroz, A., & Parrales, M. (2020). El e-commerce y las Mipymes en tiempos de Covid-19. *Espacios*, *41*(42), 100-118.

Hanus, G. (2016). Consumer behaviour during online grocery shopping. In *CBU International Conference Proceedings...* (Vol. 4, p. 10). Central Bohemia University.

Santos Sigler, R. L., & Arauz Cruz, G. (2020). Análisis del comercio electrónico en Bolivia durante el COVID-19.

ASFI . (2020). El uso de las tarjetas se intensifica. Bolivia: ASFI (Autoridad de Supervisión del Sistema Financiero).

Martínez, A., & Martínez, R. (2014). Guía a rational unified process. *Escuela Politécnica Superior de Albacete–Universidad de Castilla la Mancha*.

Anderson, K. (2010). Strategic Sales Management: A Boardroom Issue. Kogan Page Publishers.

Hunter, S. T., & Perreault Jr, W. D. (2007). Sales Management: Shaping Future Sales Leaders. M.E. Sharpe.

Zoltners, A. A., Sinha, P., & Lorimer, S. E. (2009). Building a Winning Sales Management Team: The Force Behind the Sales Force. Springer.

Object Management Group (OMG): https://www.omg.org/spec/UML/2.5.1/

"Unified Modeling Language (UML) Tutorial", Sparx Systems: https://sparxsystems.com/resources/uml2_tutorial/index.html

"UML - Overview", GeeksforGeeks: https://www.geeksforgeeks.org/uml-unified-modeling-language/

Fowler, M. (2003). UML Distilled: A Brief Guide to the Standard Object Modeling Language. Addison-Wesley Professional.