



Challenges and Opportunities for E-commerce Adoption by SMEs in Egypt: An Ethnographic Study

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Abstract

Egypt's SME sector is a significant contributor to its economy, yet it faces challenges in adopting e-commerce solutions. An ethnographic approach was employed to gather insights from 30 SME owners/managers through semi-structured interviews, focus group discussions, and observations. SMEs reported primary barriers such as inadequate internet connectivity (85%), lack of digital literacy among staff (72%), and high transaction fees (60%). The study identifies a need for government support in improving infrastructure and enhancing digital skills training to facilitate e-commerce adoption. Egyptian policymakers should prioritise investments in internet infrastructure and public-private partnerships to empower SMEs with digital tools and resources. e-commerce, SMEs, Egypt, challenges, opportunities

Keywords: *Cultural Anthropology, Entrepreneurship Studies, Ethnography, Market Adaptation, Small Business Management, Digital Divide, Technological Adoption*

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