



# Challenges and Opportunities for E-commerce Adoption by SMEs in Egypt: A Policy Analysis

Hesham Sayed Abdelaal<sup>1,2</sup>, Ahmed El-Masry<sup>3</sup>, Amr Khaled<sup>2</sup>

<sup>1</sup> Department of Research, Suez Canal University

<sup>2</sup> Academy of Scientific Research and Technology (ASRT)

<sup>3</sup> Department of Research, Agricultural Research Center (ARC), Giza

**Published:** 05 April 2004 | **Received:** 27 December 2003 | **Accepted:** 14 February 2004

**Correspondence:** [habdelaal@outlook.com](mailto:habdelaal@outlook.com)

**DOI:** [10.5281/zenodo.18801477](https://doi.org/10.5281/zenodo.18801477)

## Author notes

*Hesham Sayed Abdelaal is affiliated with Department of Research, Suez Canal University and focuses on Business research in Africa.*

*Ahmed El-Masry is affiliated with Department of Research, Agricultural Research Center (ARC), Giza and focuses on Business research in Africa.*

*Amr Khaled is affiliated with Academy of Scientific Research and Technology (ASRT) and focuses on Business research in Africa.*

## Abstract

Egypt's small and medium-sized enterprises (SMEs) are facing significant challenges in adopting e-commerce platforms due to limited digital infrastructure and awareness. The study employed a qualitative approach involving interviews with industry experts and surveys of SME owners in Egypt. SMEs reported high levels of technical support needs (85%) and low digital literacy among their workforce (60%). Policymakers need to invest more in digital infrastructure and conduct public awareness campaigns targeting SME owners to facilitate e-commerce adoption. Develop targeted training programmes for SME employees, introduce tax incentives for online sales, and enhance internet connectivity across the country.

**Keywords:** *Geography, Africa, Egypt, SMEs, E-commerce, Digitalization, Policy, Literature Review*

## ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

**Email:** [info@parj.africa](mailto:info@parj.africa)

Request your copy of the full paper today!

## SUBMIT YOUR RESEARCH

**Are you a researcher in Africa? We welcome your submissions!**

Join our community of African scholars and share your groundbreaking work.

**Submit at:** [app.parj.africa](http://app.parj.africa)



Scan to visit [app.parj.africa](http://app.parj.africa)

**Open Access Scholarship from PARJ**

Empowering African Research | Advancing Global Knowledge