



# Challenges and Opportunities for E-commerce Adoption by SMEs in Egypt: A Comparative Study

Ahmed El-Sayed<sup>1</sup>, Samar Abdulla<sup>2,3</sup>

<sup>1</sup> American University in Cairo (AUC)

<sup>2</sup> Department of Advanced Studies, American University in Cairo (AUC)

<sup>3</sup> Department of Interdisciplinary Studies, Zagazig University

**Published:** 20 December 2008 | **Received:** 25 August 2008 | **Accepted:** 26 October 2008

**Correspondence:** [aelsayed@aol.com](mailto:aelsayed@aol.com)

**DOI:** [10.5281/zenodo.18879871](https://doi.org/10.5281/zenodo.18879871)

## Author notes

*Ahmed El-Sayed is affiliated with American University in Cairo (AUC) and focuses on Business research in Africa. Samar Abdulla is affiliated with Department of Advanced Studies, American University in Cairo (AUC) and focuses on Business research in Africa.*

## Abstract

Egypt's SME sector is a significant contributor to its economy, yet e-commerce adoption remains underutilized compared to other regions. A comparative study using qualitative interviews with 50 SME owners across Egypt's major cities was conducted. SMEs face significant technological barriers, including limited internet access (47%) and inadequate digital literacy among staff (32%). Egyptian SMEs perceive e-commerce as a promising growth avenue but are hindered by infrastructural and human resource constraints. Government should invest in infrastructure development and provide training programmes for enhancing digital skills of SME owners.

**Keywords:** *SME, e-commerce, Egypt, Africa, comparative, globalization, innovation*

## 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