



Challenges and Opportunities in E-commerce Adoption by Egyptian SMEs 2001

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Abstract

Egyptian small and medium-sized enterprises (SMEs) have been slow to adopt electronic commerce (e-commerce), facing both significant challenges and potential opportunities. A qualitative research approach was employed, involving interviews with key stakeholders from selected SMEs across Egypt. Data were analysed using thematic content analysis. The study revealed that high transaction costs (75%) and insufficient technical infrastructure were major challenges, while low awareness of e-commerce benefits (60%) hindered opportunities for adoption. Egyptian SMEs face substantial obstacles in e-commerce penetration, necessitating targeted interventions to enhance their digital capabilities. To overcome these challenges, government and industry bodies should prioritise capacity-building programmes focused on technical support, education, and awareness campaigns.

Keywords: *Geographic, Africa, Qualitative, SMEs, E-commerce, Adoption, Contextualization*

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