



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

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**Published:** 23 September 2000 | **Received:** 01 August 2000 | **Accepted:** 07 September 2000

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**DOI:** [10.5281/zenodo.18720780](https://doi.org/10.5281/zenodo.18720780)

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## Abstract

Egypt's SME sector is a significant contributor to the economy, yet many face challenges in adopting e-commerce platforms. A qualitative research method was employed to gather insights from industry experts and case studies. While e-commerce presents opportunities for growth through increased market access, it also requires tailored strategies to address existing challenges. Egyptian policymakers should develop targeted support programmes, including training initiatives and subsidies, to facilitate smoother e-commerce integration by SMEs.

**Keywords:** *Egyptian, SMEs, e-commerce, digitalization, innovation, qualitative, challenges, opportunities*

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