



Challenges and Opportunities Framework for E-commerce Adoption by SMEs in Egypt: A Theoretical Perspective

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Published: 08 October 2001 | **Received:** 02 May 2001 | **Accepted:** 15 August 2001

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DOI: [10.5281/zenodo.18735252](https://doi.org/10.5281/zenodo.18735252)

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Abstract

The adoption of e-commerce by small and medium-sized enterprises (SMEs) in Egypt faces various challenges related to technological infrastructure, regulatory frameworks, and market penetration. Despite these obstacles, there are potential opportunities for SMEs to leverage digital platforms for business growth. The study employs a qualitative approach, synthesizing data from academic journals, government reports, and expert interviews to construct a comprehensive theoretical model for understanding e-commerce adoption among Egyptian SMEs. This theoretical framework offers a robust model for policymakers and practitioners to address the barriers and capitalize on the opportunities presented by e-commerce for Egyptian SMEs. Policymakers should prioritise enhancing internet connectivity in rural regions through subsidies and public-private partnerships. Additionally, targeted training programmes are recommended to improve digital literacy among SME owners.

Keywords: *Egypt, SMEs, e-commerce, digital divide, regional disparities, transaction costs, market entry, technological readiness*

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