

# **FACTORS AFFECTING E-COMMERCE ADOPTION BY SMES: AN ENVIRONMENTAL, TECHNOLOGICAL AND ORGANIZATIONAL PERSPECTIVE**

**BY**

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## MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

### Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
01	09/03/2022	BUKC	Conceptual framework	
02	30/03/2022	BUKC	Literature Review	
03	06/07/2022	BUKC	Questionnaire	
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### APPROVAL FOR EXAMINATION

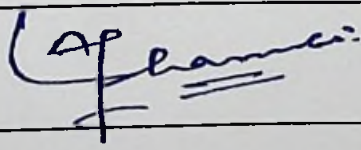
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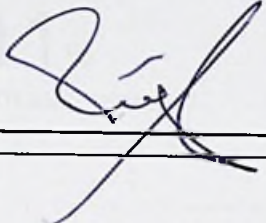
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**Declaration of Authentication**

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

**Student's Signature:**  \_\_\_\_\_

## **Dedication**

This work is dedicated to my beloved parents, teacher and friends because these are the persons who had supported me to the maximum of their efforts. What I am today is just because of my parents and the people who care about me. Also, I devote the work of this research to respectable and honorable teachers who taught and supported me in developing my personality as a competent professional



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Finally, I would like to thank all the participants who shared their views by responding to the survey questionnaire for this research.

## **Abstract**

The aim of this study is to investigate those factors that influence SMEs in developing countries in adopting e-commerce. This study is motivated by the fact that the adoption of e-commerce by SMEs, especially in developing countries, is still very far behind the adoption by large companies. Yet to be able to survive in the new economic era, which is the information era; businesses, including SMEs, are forced to adopt e-commerce. Non-adopters will be left behind by the adopters. In addition, studies regarding e-commerce adoption by SMEs are rarely found. Therefore, the results of this study provide a timely understanding of e-commerce adoption by SMEs in developing countries.

The model developed in this study is based on the TOE framework. Variables which proposed as the factors that influence SMEs in adopting of e-commerce. These are organized into three groups, namely: technological factors, organizational factors, environmental factors.

The research is limited to the SMEs and E-commerce professionals, also there are several other factors that can lead to e-commerce adoption but due to the time limitations only critical and less studied factors are chosen.



**Keywords:**

E-Commerce Adoption, Small and Medium Size Enterprise, SMEs in Pakistan, Technological advancement, Organizational culture, External environment.

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