



E-commerce Adoption Factors in Small and Medium-Sized Enterprises: A Conceptual Framework and Interpretive Case Studies in Botswana

Alice P.F.S. Shemi

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The development of e-commerce adoption in small and medium-sized enterprises (SMEs) in developing countries has not been adequately researched to provide depth and practical understanding. This book explores the factors affecting e-commerce adoption in SMEs in a developing country context of Botswana. The research was undertaken in an interpretive paradigm with case studies in nine SMEs. Data collection tools and techniques involved face-to-face semi-structured and unstructured interviews, telephone interviews, website content analysis, document analysis of SME reports and observations. A conceptual framework was developed to capture elements from extant e-commerce adoption literature. This book makes a theoretical and methodological contribution by providing a philosophically-derived interpretive approach for understanding e-commerce adoption factors in developing country SMEs. Strategies and implications of research findings for the selected SMEs are discussed intensively. The book will be useful to managers of SMEs, senior undergraduate and graduate students in information systems, ICT policy makers in government, public and multinational organisations, and ICT managers.



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