

عنوان مقاله:

Study of profit-making approaches to small and medium-sized businesses through e-commerce

محل انتشار:

پنجمین کنفرانس بین المللی مطالعات بین رشته ای در مدیریت و مهندسی (سال: 1401)

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خلاصه مقاله:

There have been few studies on the adoption of e-commerce in small-scale companies (SSEs) in developing countries, especially in Iran. This study examines the barriers and the extent of e-commerce adoption by SSEs in Iran. The primary purpose is to study the benefits that an Iranian company can achieve by using e-commerce. Another goal is to identify and rank barriers to e-commerce by SMEs in Iran. The survey design uses a sample of ۱۶۰ SMEs from Iran. This study collected data by sending a questionnaire electronically and in person. Friedman test with SPSS ۱۶ software was used to analyze the questionnaire data. The results show that the "brand" and image of the company "is the most important advantage of e-commerce from the perspective of Iranian SMEs, while" doubts about security and privacy "is one of the most significant barriers. There are limitations to this study; corporate brand and corporate image are other crucial points

کلمات کلیدی:

.e-commerce, small and medium enterprises, advantages, barriers

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