

## عنوان مقاله:

The level of adoption of E-commerce by small-medium scale industries

## محل انتشار:

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## خلاصه مقاله:

The empowerment of small-medium scale industries must be carried out thoroughly through the provision of business development opportunities to the greatest extent so as to be able to increase the role and potential of the industries. The purpose of this study was to analyze the internal influence of the human resources competencies on technology and the organizational readiness to the level of adoption of e-commerce in craft small medium industries. The analysis used by researchers to determine the effect of each variable using multiple linear regression analysis techniques. This study shows that 79 percent of human resources owned by small medium scale industries have the expertise to operate computers and have adaptability that is fast with changes in information technology but from an organizational perspective 70 percent of them do not provide adequate information technology devices (computers/smartphones and internet networks) even though craft small-medium scale industries who are respondents 100 percent understand technological change and development.

## کلمات کلیدی:

Adoption, E-commerce, Organizational readiness, Technology competency

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/929589>

