



Factors Affecting E-Commerce Adoption: Cost Perspective

Eranga Kavirathna, M. Kapurubandara

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Adoption of e-commerce is vital for SMEs to survive in competitive global markets. The SMEs in developing countries have recognized the benefits of e-commerce adoption. However, for successful implementation of e-commerce, awareness of various factors affecting the adoption remains crucial. This book discusses the adoption of e-commerce with SMEs in Sri Lanka. As part of basic research, the study attempts to enhance available knowledge by investigating the 'cost factors' affecting adoption.

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