

A Cloud Computing-Based Model of E-Commerce Adoption for Developing Countries

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Abstract

E-commerce can play a major role in boosting economics of developing countries, however, in these countries; e-commerce adoption is still under developed. While cloud computing technology uplift e-commerce in some communities, by providing access to low cost internet-based infrastructure; little is known about cloud computing use for e-commerce in developing countries. This paper suggests a cloud computing-based e-commerce adoption model, collecting survey data from managing directors of 175 ICT companies in a developing country. Organizations' awareness of potential benefits and risks of this technology, as well as organizations' technological, business, and manpower resources and compatibility of these resources with cloud computing technologies, were all found to be significant predictors of e-commerce adoption. Governmental support in terms of legal and telecommunication infrastructure, also credibility of local cloud service providers, were both found to be significantly affecting cloud computing-based e-commerce adoption. Small and medium firms were found to be more ready to adopt cloud computing e-commerce, where return on investment was found to be higher when compared with large firms. Firms linked to global customers and international business partners were most likely to spearhead of the cloud e-commerce even if this is not the cheapest option. Practical implications for government, service providers, and business managers were discussed.

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