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| Title | A STUDY ON THE IMPACT OF E-COMMERCE ADOPTION FOR ENHANCING SUPPLY CHAIN EFFICIENCY IN BANGLADESH SMES |
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| Abstract |
| This study examines the impact of e-commerce adoption on supply chain efficiency in small and mediumsized enterprises (SMEs) in Bangladesh. The research aims to identify the factors influencing the adoption of e-commerce in SMEs' supply chain operations, understand the challenges and barriers faced by SMEs in adopting e-commerce, and analyze the impact of e-commerce adoption on supply chain efficiency. A qualitative research design is employed, utilizing semi-structured interviews with SME owners and managers who have adopted e-commerce for their supply chain operations. The study highlights the importance of SMEs in Bangladesh's economy and the growing significance of e-commerce in supply chain operations. Despite the rapid growth of Bangladesh's e-commerce industry, the integration of e-commerce into SMEs' supply chain operations is still in its early stages. Factors such as technological readiness, infrastructure availability, organizational culture, and external influences affect the pace of e-commerce adoption. The findings reveal that increased efficiency, cost savings, and improved customer experience are the primary drivers for e-commerce adoption. However, resistance to change, lack of technical skills, and security concerns pose challenges to adoption. Participants recommend training programs to enhance technical skills and foster a culture of change. Additionally, organizations should conduct thorough market research, seek customer feedback, and engage in discussions with supply chain partners to make informed decisions regarding e-commerce adoption. Investing in cybersecurity measures is crucial to address security risks. The study contributes to the existing literature on e-commerce adoption in supply chain operations, particularly in the context of developing nations like Bangladesh. It provides valuable insights for SMEs, policymakers, and researchers, emphasizing the need to carefully evaluate the benefits, costs, and risks associated with ecommerce adoption. Enhancing supply chain efficiency through e-commerce adoption can lead to improved competitiveness, cost reduction, and increased profitability for SMEs in Bangladesh. |
| Sustainable Development Goal(s) (SDG) |
| Example: Goal 9: Industry, Innovation and Infrastructure |