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| Title | Realized Benefits of E-Commerce Adoption by SMEs in Bangladesh |
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| Abstract |
| This research seeks to close the knowledge gap in literature through examining the e-commerce adoption and its implication. The objective of this study is to assess the benefit would e-commerce bring to SMEs in Bangladesh. The survey method has been employed to collect the primary data from the top management of the firms. Data analysis shows that SME’s in Bangladesh has realized the business benefits in all areas proposed in this study. However, the study suggests that providing support with improved service through ecommerce is the topmost realized benefits by SME’s in Bangladesh like other countries. Further this study shows significant difference Manufacturing and non-Manufacturing SME’s in the following areas in benefits: improve competitive positions, customers loyalty and retention, business process flow, efficiency in dealing with suppliers, data accuracy, reduce clerical error. Some recommendation for promoting e-commerce adoption are provided as well. |
| Sustainable Development Goal(s) (SDG) |
| Goal 09: **Industry, innovation and infrastructure** |