CHALLENGES FACING ECOMMERCE IN DEVELOPING COUNTRIES PDF



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influenced the promotion and use of ecommerce in the developing countries, and strategies they put in place influenced the awareness of product and services. KEYWORDS. E-commerce, Challenges, Developing countries, Case study INTRODUCTION The internet has brought about the tremendous growth of e-commerce in developed and developing countries.

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countries have been using e-commerce to promote, market, service and sell their products nationally and abroad. The workshop focuses on both the opportunities and the challenges facing developing countries and assesses how such issues concerning adequate levels of

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E COMMERCE IN DEVELOPING COUNTRIES ISSUES AND INFLUENCES

of e-commerce, the primary obstacles for our study group, in the order of importance, were Internet security, lack of feel-and-touch associated with online purchases, problems in returning products, and selection (product availability and breadth).

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