

**Determinants of E-commerce Adoption
among Malaysian SMEs**

Khairul Anwar Bin Mohamad Zaki

**Bachelor of Mechanical Engineering
Purdue University
West Lafayette, Indiana
United States of America
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PREFACE

ABSTRACT

The use of electronic commerce (e-commerce) enables Small and Medium Enterprises (SMEs) to improve their efficiency and competitive advantage. Although researchers have been increasingly exploring and predicting e-commerce adoption among SMEs in other developing countries, there is still a limited understanding of the behaviour of Malaysian SMEs towards e-commerce technologies adoption.

As in many other countries, the SME sector constitutes the majority of business activities in Malaysia, and their contribution to Malaysian economy is very significant. Yet, very little research on Malaysian SMEs has taken a holistic view of the e-commerce adoption factors, from technological, organisational and environmental contexts. This paper therefore examines the determinants of e-commerce adoption among Malaysian SMEs.

The study was conducted through quantitative manner using structured questionnaires. The target audience of this study are the personnel who makes decisions (executive level and above) in Malaysian SMEs.

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LIST OF SYMBOLS AND ABBREVIATIONS

| | |
|----------|---|
| B2C | Business-to-customers |
| DOI | Diffusion of Innovation |
| DOSM | Department of Statistics Malaysia |
| GDP | Gross domestic products |
| ICT | Information and Communication Technology |
| MITI | Ministry of International Trade and Industry |
| NBI | National Broadband Initiative |
| NKEA | National Key Economic Areas |
| NTIC | National Information Technology Council of Malaysia |
| RM | Ringgit Malaysia |
| SME | Small and medium sized enterprises |
| SME Corp | Small and Medium Enterprise Corporation Malaysia |
| TAM | Technology Adoption Model |