



Challenges and Opportunities for Egyptian SMEs in Adapting to E-commerce Practices

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Abstract

Egypt's SME sector is a significant contributor to its economy, yet many face challenges in adapting to e-commerce practices. An ethnographic approach was employed to conduct semi-structured interviews with 20 SME owners across various sectors, focusing on their experiences and perspectives regarding e-commerce integration. A key finding is that 60% of respondents reported difficulties in maintaining product quality due to the lack of standardised online selling practices, highlighting the need for industry standards. SMEs face significant challenges but also recognise substantial opportunities for growth through e-commerce adoption. Industry support and standardisation are crucial for overcoming these barriers. The government should establish guidelines and provide training programmes to help SMEs navigate e-commerce effectively, while fostering an environment that supports innovation and quality assurance online.

Keywords: *Cultural Anthropology, Entrepreneurship Studies, Ethnography, Small and Medium Enterprises (SMEs), Development Economics, Digital Divide, Informal Economy*

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