

# THE PROSPECT OF E-COMMERCE FOR THE SMALL AND MEDIUM ENTERPRISES IN SRI LANKA

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## Abstract

SME's are considered as key feature in the economies of the developing countries. This crucial sector plays an important role in the development of economy's infrastructure by providing employment generation, innovation and wealth creation. The implementation of new technologies, use of ICT (information and communication technologies) and electronic commerce in SME's with their operational environment has provided numerous organizational opportunities. This thesis work stipulates the prospect of e-commerce for the SMEs. Thus, this research seeks to investigate the adoption level of e-commerce application for the small and medium enterprises in Sri Lanka.

This was achieved by circulating a questionnaire to examine the awareness and adaptation of e-commerce applications by the SMEs and recognize the impending factors to adopt e-commerce and the perception of e-commerce benefits towards incorporating e-commerce in their business.

The study found that, the awareness and the adoption level of e-commerce applications in the SMEs are still in its infancy although the potential benefits are perceived to be important.

**Keywords:** e-commerce, adoption of e-commerce and SME's

