

**DETERMINANTS OF E-COMMERCE AMONG THE
SMALL AND MEDIUM ENTERPRISES IN THE GAMPAHA
DISTRICT**



BY

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ABSTRACT

This study attempts to find out the determinants of e-commercialization of small and medium enterprises in Gampaha district. Where the technology and infrastructure, organizational factors, external environment and legal and policy environment are the independent variables, while e-commercialization is the dependent variable.

This study was limited to Gampaha district as a geographical area and population was the 150 managerial level employees' works in small and medium enterprises in Gampaha district. Using developed questionnaire the data was selected to gather information. The quantitative approach was adopted and questionnaires were utilized as the data collection instrument in this study. Items used in the questionnaire were developed from existing scales. And also, questionnaires included 31 questions. Data were conveniently gathered from 150 managerial level employees' works in small and medium enterprises in Gampaha district. Collected data were analyzed using SPSS 22.0.

Results show that technology and infrastructure, organizational factors, external environment and legal and policy environment is in high level in Gampaha district. In same time it shows that technology and infrastructure, organizational factors, external environment and legal and policy environment has significant relationship with e-commercialization. And these four independent variables have positive effect on small and medium enterprises in Gampaha District.

Keywords: E-commercialization, SMEs, Technology & infrastructure, Organizational factors, External environment, legal & policy environment

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