The term e-commerce has evolved at a rapid pace throughout the world. Pakistan has only very recently witnessed the country wide e-commerce implementations. This paper discusses the opportunities and challenges of e-commerce implementation in Pakistani context. Literature review and empirical evidence has been used as research methodology. The findings revealed online shopping, e-banking and e-government are some of the prospects of e-commerce implementation. Few challenges are also identified which includes social, cultural, privacy, legal and lack of education and awareness. This research can be used to successfully plan e-commerce implementations within Pakistan.

References

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