Abstract

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

for sustainable Development, Al Ain, UAE.
Telecommunications Policy, vol. 43, no. 1, pp. 100–111.

Index Terms

Computer Science 
Information Sciences

Keywords

e-commerce, Pakistan, change management, technology management