

E-Commerce in Jordan: Conceptual Model

Authors : Muneer Abbad

Abstract : This study comes with a comprehensive analysis of specific factors affecting the adoption of e-commerce in Jordan. From the theoretical perspective, this study will make a contribution to the e-commerce by providing insights on the factors that seem to affect e-commerce's adoption. The current study will provide managers information about the planning and formulating appropriate strategies to ensure rapid adoption of e-commerce in Jordan. It will offer marketing implications, conclusions, and suggestions for future research.

Keywords : e-commerce, Jordan, adoption, conceptual model

Conference Title : ICBEM 2015 : International Conference on Business Economics and Management

Conference Location : Istanbul, Türkiye

Conference Dates : March 23-24, 2015