

## **E-Commerce in Jordan: Conceptual Model**

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**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

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