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The Second Pamir Transboundary Conference for
Sustainable Societies- 2023 | PAMIR 2023



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Radiology Technician Radiology Safety Proficiency Evaluation <i>Nisha Eapen, Nisha Thundiyil and Sheela Shenai</i>	278
Occurrence of English and Uzbek Speech Patterns in Social Network Texts <i>Rustamov Bobomurod</i>	282
Legal Basis of Political Party: Concept, Types, Tasks and Activity <i>Ruzimurodov Azizbek</i>	285
The Essence of Equivalents of Uzbek Phraseological Units in Russian Speech <i>Sadullaeva Umida Fayzullaevna</i>	288
Linguopsychological Characteristics of Children's Quasidological Speech <i>Nasiba Jumaevna Yarashova</i>	291
Works of Painting in Literature Lessons as a Means of Developing Students' Communicative Competence <i>Zaripova Guzal Toxirovna</i>	293
The Architecture of Zarafshon Monuments <i>Savriev Jasur Fakhriddinovich</i>	295
Organizational and Economic Mechanism of Human Capital Formation <i>Shomiev Golib Uktamovich</i>	298
Legal Consciousness and Legal Culture: Foundations for Democratic Renewal and Societal Development in Uzbekistan <i>Gulmira Tulenova and Dilbar Sagdullaeva</i>	301
Breaking Boundaries: Innovative Educational Environments in Medicine <i>M. M. Rustamov, Q. X. Anorboyev, E. A. Mamajonova, M. E. Abdullayeva and F. A. Fozilov</i>	308
Structural Semantic Analysis of Lexical Units in English and Uzbek Texts Related to the Field of Entrepreneurship <i>Rakhmonova Sardora Muminjonovna, Khayrullayeva Dilorom Sayfutdinovna, Mannonova Saodat Artikovna, Ashurova Feruza Lutpullayevna and Ibragimova Zarifa Nabiyevna</i>	311
Linguistic Nuances of Transport Abbreviations in the English Language in Comparison with the Uzbek Language <i>Oybek S. Axmedov and Jakhongir A. Masharipov</i>	323
A Focus on Formal Writing Style Standards <i>Qudrat Sh. Omonov, Gulchehra Sh. Rixsiyeva, Nadira T. Xalmurzayeva, Saodat A. Nasirova, Saboxat A. Xashimova and Xulkar V. Mirzaxmedova</i>	327
Values as a Systematic Structure: A Socio-Cultural Perspective <i>Islom U. Minnikulov, Feruzjon I. Sharipov and Muslimbek D. Isroilov</i>	332
From the History of Higher Musical Education in Uzbekistan During the Period of Independence <i>Sahodat B. Murtazova, Sadokat K. Murodovag and Jamoliddin K. Togaymurodov</i>	337
Systematic Semantic Analysis of Texts <i>Farzona Sh. Nasreddinova and Farangiz A. Khamrakulova</i>	343
Effective Methods of Learning English <i>Dilfuza Sh. Shadiyeva, Nagima T. Yusupova and Zilola B. Azimova</i>	346

Enhancing Information-Methodical Competence: A Digital Approach for Chemistry Educators <i>Khudayar M. Rajabov</i>	1596
Characteristics of the Shortest Story Genre in Modern Arabic Literature <i>Dilafruz Z. Mukhiddinova and Nargiza M. Saidova</i>	1602
Developing Modern Literature Textbooks: Scientific and Methodological Challenges <i>Nazar Hakimov, Fariza Kholdarova, Dilshoda Bozorova, Ivan Reshetnikov and Nazokat Yusufjonova</i>	1609
Spanish Skills for Tourist Guides: Enhancing Communicative Competence <i>Abdunazar Kh. Juraev, Munira Ch. Tuychieva, Solikha A. Anorboyeva, Nilufar A. Sabirova and Sojida S. Akhadova</i>	1616
Methodology of Toxicometric Evaluation of Acute Poisonings <i>A. I. Iskandarov and B. Eshmuratov</i>	1620
E-Commerce Adoption in Developing Markets: SME Perspectives <i>Amit Mishra, Shashi Kant Gupta, Prabhdeep Singh and Orooj Siddiqui</i>	1625
Heritage and Innovation: Cultural Development Challenges in Uzbekistan <i>Dusmurt T. Nrkuly, Sukhrb D. Nrkuly and Frid S. Umr</i>	1629
Pedagogical Innovations for Eco-Awareness <i>Umurzakova Bonukhon, Umida Abdurakhimova and Yelena Aripova</i>	1632
Objectivity, Graduality, and Succession in Historical and Cultural Heritage <i>Dusmurt T. Nrkuly, Sukhrb D. Nrkuly and Frid S. Umr</i>	1636
Agile Workforce: Embracing Digital Evolution <i>Namita Nath, Thiruma Valavan A., Rohit Kumar Rana and Aastha Bhatia</i>	1639
Polyfunctional Words: Semantic Analysis and Interpretation <i>Bakhtiyor Mengliev, Shakhlo Khamroyeva and Shakhnoza Gulyamova</i>	1644
Manifestations of Separatism in Central Asia and Peculiarities of Counteraction <i>A'zam Kh. Khudaykulov</i>	1652
Green Ambition: Personal Journeys Toward Environmentally Aware Success and Motivation <i>Khalilova Nargiza and Alimardonov Zoxid</i>	1657
Methods of Comparative Analysis in the Study of Samples of Uzbek and World Literature <i>Nurjan Abduvalitov, Ergash Abduvalitov and Baurjan Sayfullaev</i>	1661
Ideological and Aesthetic Features of Contemporary Iranian Short Stories <i>ydin Z. Turdiyev, Nrgiz K. Kbirv and kmlxn kmlxnv</i>	1669
Issues of Studying Sources Related to Islamic History <i>Ll K. zimv</i>	1675
Idiolect of Goethe: Syntax Peculiarities in Oral Speech <i>Lutfulla T. Kholiarov, Zainab N. Gazieva, Yaira M. Kasimova, Adiba D. Madieva and Javlon R. Nurkulov</i>	1678
Evaluating the Diagnostic Potential of Projective Techniques in Personality Studies <i>O. S. Mirzaev, B. A. Abdullaev and B. S. Shukurov</i>	1681

E-Commerce Adoption in Developing Markets: SME Perspectives

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Keywords: E-Commerce, Readiness, Awareness, Barriers, Small and Medium-Sized Businesses (SMEs).

Abstract: E-commerce may enhance communications among manufacturers, retailers, customers, and even policymakers. However for a number of causes, the usage of e-commerce by small and medium-sized businesses (SMEs) in the process of countries is still constrained. This research seeks to establish the variables that affect how SMEs in Ho Chi Minh City employ the E-commerce model. Next, numerous policy implications are offered for Ho Chi Minh City Businesses to encourage e-commerce. The research included data from 302 Ho Chi Minh City Firms. In order to analyze data, statistical methods such as correlation test, the Cronbach's Alpha reliability scale, as well as the linear regression model along with exploratory factors (EFA) was utilised. Results indicate adoption of e-commerce is boosted by the enterprise's preparedness, understanding of the advantages of online shopping, and promoting regulations.

1 INTRODUCTION

The integration of electronics, telecommunications, and the internet into manufacturing and commerce represents a monumental paradigm shift in global economic dynamics. E-commerce has emerged as a focal point in various academic disciplines, including economics, management, technology, marketing, and finance (Rajagopal et al., 2022). Its significance extends to both developed and developing nations, providing numerous opportunities for economic advancement. However, challenges persist that can inhibit the full exploitation of e-commerce benefits, particularly in developing nations. These challenges include underdeveloped monetary and financial infrastructure and legal frameworks characterized by outdated laws and inadequate regulations (Pandey et al., 2021).

Consequently, many developing nations struggle to fully exploit the benefits of e-commerce, which can impede their economic growth potential. Despite these obstacles, e-commerce offers innovative avenues for enhancing competitiveness and organizational development, fostering consumer engagement, and expanding market reach (Alrumiah et al., 2021). These advantages are particularly relevant in regions like Ho Chi Minh City, where

there is a notable lack of literature on the factors influencing e-commerce adoption.

Small and mid-size enterprises (SMEs), which typically lack extensive resources, stand to gain significantly from engaging with e-commerce. However, the limited research on this topic creates a gap in understanding how these businesses can effectively leverage e-commerce to their advantage (Lv et al., 2020). Addressing this gap is crucial for identifying opportunities and formulating effective policy interventions aimed at enhancing SMEs' engagement with e-commerce.

The essay proposes specific policy changes tailored to bolster SMEs' adoption of e-commerce, recognizing the pivotal role they play in the economic landscape of Ho Chi Minh City and beyond. By examining the unique challenges and opportunities faced by SMEs in this region, the research aims to provide a comprehensive framework for supporting their integration into the e-commerce ecosystem (Tolstoy et al., 2022).

This exploration is essential not only for fostering local economic growth but also for contributing to the broader understanding of e-commerce's impact on small businesses in developing regions. By addressing the infrastructural and regulatory challenges and promoting targeted policy

interventions, the potential for e-commerce to drive economic development and enhance the competitiveness of SMEs in Ho Chi Minh City can be significantly improved. This approach highlights the transformative potential of e-commerce and

underscores the need for ongoing research and policy support to realize its full benefits.

2 LITERATURE REVIEW

Table 1: Exploring SME E-commerce Adoption: Global Perspectives and Insights.

Author	Findings
Wanzu, et al., 2019	E-commerce usage affects SMEs' growth in Uganda. A structured, self-administered questionnaire was used to survey 172 Ugandan SME owners/managers in Kampala.
Awe, et al., 2021	A research study wishes to explore the motivations of young Gambian business owners to use e-commerce technology and their perspectives on its advantages.
Rabayah, et al., 2022	SME e-commerce application model development efforts are mentioned. The study reviews empirical data showing how firms' preparation influences SMEs' IT adoption.
Nather et al., 2020	The study focuses on e-commerce usage and attitudes among six manufacturing SMEs in Wenzhou, Zhejiang Province, China, a region economically developed for SMEs.
Wongsunopparat, et al., 2021	Investigated factors affecting live streaming e-commerce client buying behaviour. The study examines one purchase decision and six independent factors, including platform loyalty, engagement, pricing, product individualization, and the live streamer's public image.

3 HYPOTHESIS DEVELOPMENT

- H1: Enterprise readiness improves E-commerce apps.
- H2: E-commerce awareness improves business E-commerce applications.
- H3: E-commerce obstacles hurt corporate applications.
- H4: Supporting policies boost business e-commerce applications.

4 RESEARCH METHODOLOGY

A comprehensive investigation into the adoption of e-commerce among small and medium-sized enterprises (SMEs) in Ho Chi Minh City incorporates both qualitative and quantitative methodologies. In the qualitative approach, the research model's variables including Enterprise Readiness (ER), Awareness of E-commerce Benefits (BE), E-commerce Application Hurdles (BA), Support Policies (PO), and E-commerce Application Performance (AP) were refined through a collaborative discussion involving seven e-commerce specialists. This qualitative phase allowed for a nuanced understanding of the key factors influencing e-commerce adoption within the SME sector.

Subsequently, the quantitative method involved the practical sampling of 302 businesses in Ho Chi Minh City. Businesses were selected from compiled

lists and contacted directly via email to participate in the study by completing a questionnaire. The collected data were then subjected to analysis using the SPSS 20 tool, enabling researchers to derive statistical insights into the patterns of e-commerce adoption, the challenges faced by SMEs, and the effectiveness of existing support policies. This combined qualitative-quantitative approach provides a holistic perspective on the dynamics of e-commerce utilization among SMEs in Ho Chi Minh City, facilitating informed policy recommendations and strategic interventions to foster greater uptake in the sector.

5 RESULT AND ANALYSIS

The reliability of a scale, as assessed by Cronbach's Alpha coefficient, is crucial in research to ensure consistency and accuracy of measurements. In this study, the Cronbach's Alpha coefficients ranged from 0.830 to 0.929, with the highest value attributed to the influencing element for policy and the lowest to Internet applications. These coefficients indicate high internal consistency, with values above 0.8 considered satisfactory. Moreover, individual components such as enterprise preparation, applications obstacles to e-commerce, and comprehending the benefits of e-commerce demonstrated robust reliability with coefficients of