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# E-COMMERCE PRACTICES ADOPTED BY SMALL AND MEDIUM SIZE ENTERPRISES IN COLOMBO DISTRICT

GUNARATHNA ADIKARI MUDIYANSELAGE NILUKA GUNARATHNA

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## ABSTRACT



Electronic commerce is offer considerable opportunities for Small and Medium Size Enterprises to improve their transactions. Although there are considerable research studies regarding E-commerce sector, in Sri Lanka it is in a minimal level. Specially to identify level of E-commerce practices adopted by SME's in Sri Lanka. So, this study is aimed to identify in which level these E-commerce practices adopted by SME's in Colombo District. For the easy of study purpose it measured by using four variables which are connectivity and infrastructure, business environment, legal and policy environment and supporting e services.

This study was conducted using a survey based on sample of one hundred and twenty nine SME's in Colombo District. And questionnaire was consist of thirty questions. And results were measured by using SPSS software. Descriptive analysis were used to find out results of the data collected. Decisions were based on the findings of the study.

When considering the findings most of organizations who are selling all type of goods are use E-commerce for their transactions. And more than fifty percentage of sample earn their sales via online method. Specially infrastructure and supporting e services are extent in a high level with E-commerce practices adopted by SMEs in Colombo District.

**Key words:** Small and Medium size Enterprises, Electronic commerce, e-commerce adoption

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