

The role of e-commerce on internationalization of SME's in Tanzania.

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The overall objective of the study was to examine the role of E-Commerce in Internationalization of small business. In order to facilitate effective adoption and utilization of the level of E-Commerce technology, E-Commerce Model was applied. The research used a sample of 70 respondents and qualitative data were collected using an interview and questionnaire. The data collected were analyzed qualitatively and quantitatively by SPSS computer software through the utilization of descriptive statistics and multiple regressions. The findings on the multiple regression indicated that the model is significant and about 51.9% of the changes in internationalization is explained by the three attributes of E-commerce. The study further revealed that there is a positive and significant relationship between the e-commerce infrastructure, awareness and its applicability towards internationalization of SME'S. In this case, infrastructure revealed to have more influence on internationalization of a firm followed by applicability. The study concluded that, for SME'S to compete and sustain in international business have to place more of the effort on building infrastructures and designing systems that are easy for application and uses. Creation of awareness should also be emphasized though marketing, workshops and training.