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**E-commerce adoption by Greek SMEs: The importance of digital identity management**

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E-commerce is rapidly gaining importance at the international level, changing the relationships of businesses with both their customers and suppliers. Greece, despite the improvement it has been recently experienced, appears to significantly lag behind the majority of other EU member states in terms of firm digitization and e-commerce. In this study we examine important parameters and potential determinants of e-commerce adoption in Greek firms using data derived from the annual survey on the "Use of Information, Communication and Electronic Commerce Technologies (ICT) undertaken by the Hellenic Statistical Authority (ELSTAT). Using descriptive as well as econometric analysis, we explore the role that various factors related to infrastructure, human capital, industry and region might play in e-sales and e-procurement activities of Greek firms.

According to our findings, the dissemination of e-commerce in Greece is still rather limited. Firms in manufacturing and services sectors exhibit higher rates of e-commerce than the other sectors. Also, investments in infrastructure and human capital appear to be particularly important for the adoption of e-commerce by Greek enterprises. On the other hand, the inappropriateness of products/services for internet sales and the high cost of introducing and using related technologies seem to be the primary obstacles to e-sales. Finally, the region of Western Greece presents the lowest rates of e-commerce adoption in Greece, while the regions of South Aegean and Crete show the highest rates.