A SYSTEM TO NETWORK
MALAYSIAN WOMEN IN E-COMMERCE

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ABSTRACT

E-commerce is a rising trend in the business world. E-commerce adoption in Malaysia is slow compared to countries like the United States, United Kingdom, Australia and Japan. The purpose of this report is to research on the e-commerce adoption in Malaysia, especially among Malaysian businesswomen. A web portal would also be developed to promote e-commerce adoption and increase e-commerce awareness amongst Malaysian women.

Surveys and interviews would be conducted in order to gather the research data needed. Two surveys are distributed to get the data necessary. The first questionnaire is used as a basis of comparison on the e-commerce adoption rate differences between Malaysian businessmen and Malaysian businesswomen. The second questionnaire is a more in-depth one that is aimed at Malaysian businesswomen only. Interviews are also conducted after the questionnaires to understand the reasons behind the answers submitted.

The web portal developed, known as Malaysian Women in E-Commerce (M-WIC), would be used as a base to promote e-commerce adoption, to allow members to buy or sell their products online and to network and support Malaysian women who are using or are keen to use e-commerce in their daily business practices.

The research results discover that e-commerce adoption is low, but is growing. This is due to the fact that e-commerce is not advertised widely in Malaysia, and there are no clear guidelines to implementing e-commerce. Also, the cost of implementation is quite high, and this has caused most of the Malaysian businesswomen who are interested to hesitate before going with the trend.
Due to time constraints, and the distances involved, there are some limitations to this research project. The research has been restricted to Peninsular Malaysia alone, and the results have been derived from information from a small sample. This sample, however, is deemed sufficient to represent the whole country.

There are a few future enhancements suggested in the report. Some of these include having more e-commerce specialists involved in the website, and to have more research papers and e-commerce sites available. It is hoped that this research will encourage more women in Malaysia to get involved in e-commerce.
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