The Obstacles Facing the Arab Electronic Commerce

The significant growth of electronic commerce (EC) application is notable. More and more organizations are switching to online business to achieve better positions in the digital-based competitive market.

The process of EC is complex in nature and involves changes to business models and procedures. It is therefore worthy to study this new business phenomenon based on the experience of the organizations that have embarked on EC induced business change initiatives.

The EC business model has the added benefit of increasing rather than decreasing returns.

This study aims at identifying the obstacles facing the Arab Electronic Commerce and reports on the degree of e-business, which adopted from the point of view of Jordanian Universities students.

The result of the study showed that students at private universities feel that one of the obstacles facing Arab EC is the language of transactions. Art Faculty students and non-Jordanian students feel that the lack of customer support also one of the obstacles facing Arab EC.

Poor delivery of products and lack of set-up of EC is one of the obstacles facing Arab EC.