

# **E-commerce: business opportunities and impact on the religious publishing sector in Nairobi, Kenya**

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## **Abstract:**

The world has experienced enormous changes in technology since the 1970's. This was greatly enhanced by the development of computer time-sharing and personal computers. Through the computer network technology enhanced by telecommunications, the concept of electronic commerce has emerged and is radically changing the way in which business is conducted. E-commerce has opened an array of opportunities ranging from communication to business transactions on line but with it also brings the challenges of its adoption and use. Although the innovation brings with it abundant benefits, there are however, legal, ethical, societal, economic and organizational issues that need to be clearly understood and dealt with. The growth of e-commerce has great potential to expand markets, productivity and competitiveness for the religious publishers in Kenya. This study highlights the business opportunities available and their impact to the business as a result of adopting e-commerce in Kenya; a case of the religious publishing industry. The study was based on a stratified sample of the religious publishers in Nairobi. E-commerce being a recent innovation, the study does not only concern the religious publishers, but everyone who is enthusiastic on the direction of future business under the electronic superhighway. Even though the usage of internet is relatively low and there are many challenges of e-commerce development in Kenya such as poor connectivity and limited access to telephone and electricity, the need to adopt e-commerce is clearly evident as the challenges and costs are outweighed by the benefits accrued as a result of its adoption.