



Mobile money and the adoption of e-commerce by firms in Cameroon

Publication type: Journal article

Journal: [European Review of Service Economics and Management](#) *Revue européenne d'économie et management des services*
2023 - 1, n° 15. varia

Author: Mpabe Bodjongo (Mathieu Juliot)

Abstract: The aim of this article is to examine the role of mobile money in the adoption of e-commerce by firms in Cameroon. The analysis focuses on a sample of 145 439 firms, taken from the 2nd General Business Census (INS, 2018). Results obtained using probit with multinomial logit selection bias correction, reveal that mobile money stimulates e-commerce adoption among firms. In addition, firm size, level of education and improved institutional environment also significantly boost e-commerce.

Pages: 53 to 95

Journal: [European Review of Service Economics and Management](#)

CLIL theme: 3306 -- SCIENCES ÉCONOMIQUES -- Économie de la mondialisation et du développement

EAN: 9782406158004

ISBN: 978-2-406-15800-4

ISSN: 2555-0284

DOI: 10.48611/isbn.978-2-406-15800-4.p.0053

Publisher: Classiques Garnier

Online publication: 10-31-2023

Periodicity: Biannual

Language: French

Keyword: e-commerce, mobile money, firms, formal sector, informal sector

[Display online](#)