

An extended abstract of:

The e-commerce adoption of SMEs - a study about  
institutional pressures

Nurgul Özbek, Stockholm School of Economics, Sweden

Sara Melén Hånell, Stockholm School of Economics, Sweden

Daniel Tolstoy, Stockholm School of Economics, Sweden

Emilia Rovira Nordman, Mälardalen University; Sweden

## **Extended abstract**

The purpose of this article is to explore how institutional pressures affect internationalizing SMEs' adoption of e-commerce, and by so doing generate insights into how firms respond (differently) to these pressures. A qualitative and longitudinal case-study research design is employed to conduct in-depth analyses of two Swedish SMEs in the retail business. Our data shows evidence of mimetic pressures perceived to adopt e-commerce in both cases. Two different trajectories of organizational responses to these pressures are identified through examining the alterations that the investigated SMEs made in their organizations. By probing deeper into SMEs' underlying decisions to use e-commerce as a vehicle for international growth, this article contributes with a new understanding of how internationalizing SMEs can respond to institutional pressures and adopt e-commerce strategies that provide a good fit with their respective business models.

**Keywords:** E-commerce, institutional pressures, online sales, international retailing, SMEs