

Electronic commerce in Albania during the Covid-19 pandemic

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Abstract

E-Commerce is one of the most dynamic sectors in Europe and has a huge impact on the economy of European countries. Adoption of e-commerce is considered one of the most profitable strategies to strengthen and expand the competitive potential and reach the international market.

Electronic commerce is considered as an aid tool by which Albanian enterprises provide access to customers both inside and outside the country.

For a sustainable development of e-commerce it is necessary to create a suitable environment which should include the development and inclusion of a number of components such as the necessary logistics and customs system, digital connections, online payments, skills and opportunities of the private sector as and the appropriate regulatory framework for e-commerce.

The use of digital technologies has already become a new reality that does not affect the activity of people, on the contrary, it is an effective tool used by enterprises in all their processes, whether operational processes or business development.

As in the rest of the globe, in Albania during the Covid-19 crisis, e-commerce affected the continuation of economic life, despite the constraints and social distancing, and influenced the change in consumer behavior in the process of purchasing products and services.

E-commerce has the potential to play an important role to overcome the physical distance between buyers and sellers, connecting Albania's small domestic economy with larger and more affluent markets abroad.

The year 2020 was challenging, in many ways, not only for Albania, but for the whole world. The COVID-19 pandemic accelerated the trend of mass use of digital technologies because it had lagged behind other countries in the region and European Union countries.

Even in Albania, many enterprises, universities, schools, individuals, etc., embraced a development model based on technological and innovative transformation.

Rapid technological developments, massive use of ICT and the Internet have influenced organizations to apply Internet-based technologies, World Wide Web and wireless communications to transform their businesses, to increase the quality of customer service, to increase the number and quality of products and services launched in the market and meet customer requirements.

Keywords: electronic commerce, digital technologies, COVID-19, www, banking system.

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