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E-Commerce Adoption In Developing Business Education Insights: A Systematic Literature Review Analysis

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Abstract

The systematic literature review (SLR) article on e-commerce adoption in developing business education insights has the following objectives; (a) Identify the role of e-commerce adoption in expanding business insights; (b) Practical integration of e-commerce in business education; (c) E-commerce skills and insights as a result of business education; (d) Recommendations for curriculum, teachers, and students adopting e-commerce in business education. The method of writing a systematic literature review (SLR) article is a literature research method sourced from the Elsevier and Emerald databases. SLR analysis uses the PRISMA method to find relevant articles in accordance with the research objectives. The results found three aspects included in the curriculum in improving business insights, namely (a) digital competencies including technical skills and technology adaptation; (b) learning digital transformation and business innovation, such as the use of e-commerce to study customer behavior; (c) digital marketing strategies to easily adapt to changes in the increasingly digital business world. The implication of this research is for the business education curriculum to adapt to the demands of an increasingly digital business world.

Keyword: E-commerce Adoption, Business Education, Competencies, Transformation, and Digital Strategy

INTRODUCTION

Digital technology is growing so fast that it has penetrated the global economic sector (Chen et al., 2024). Technological developments have made conventional marketing decline in the last five years. Technology changes the relationship between sellers and buyers in

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conducting transactions of goods and services online (Oktaviani et al., 2024). With that, technology is a very important catalyst for sustainable national and global economic growth. Many countries that quickly adapt to technology are able to take advantage of opportunities for business growth, such as the United States, China, and Japan (Setyowati et al., 2021). These countries are experiencing rapid economic growth because they are able to adopt technologies such as the adoption of e-commerce for the sale of products and services (Darman et al., 2024).

Indonesia as a developing country with a large population should adopt e-commerce to become the largest economic market choice specifically in Asia. In 2019, the digital economy of e-commerce is thought to have grown fivefold since 2015 and is expected to continue to grow rapidly, reaching 124 billion USD by 2025 (Ariansyah et al., 2021). E-commerce became the most significant sector, accounting for around 50% of Indonesia's digital economy in 2019 (Zulkarnain et al., 2024). However, the value of Indonesia's e-commerce transactions in 2019 was only 3% of Indonesia's total retail transactions, much lower than the average Asia Pacific country (Ariansyah et al., 2021). Even MSME players (micro, small and medium businesses) still use static sites at 32.5%, interactive sites at 25%, and have not been digitally involved at 7.2% (Central Bureau of Statistics, 2023).

Some previous researchers tried to analyze the effect of e-commerce adoption on increasing national economic income. Ariansyah, et al (2021) with the research title, "Drivers of and barriers to e-commerce adoption in Indonesia: Individuals' perspectives and the implications" found economic benefits that encourage people to adopt e-commerce. Zeng, et al (2022) found accelerated distribution of rural products that can have an impact on the economic growth of rural communities. Erlinda & Astuti (2019) also said that marketing products and services through e-commerce has efficiency, such as easier marketing, wider customer reach, easy and secure transactions, and clearer sales data information. The marketing channels carried out by e-commerce are very broad and even towards borderless sales (Varenyk & Piskova, 2024). Meanwhile, Hu & Huang, (2021) say the adoption of e-commerce brings a symbiotic, coordinated, and organized new business model supported by internet networks and digital media.

From some of the research above, the practical adoption of e-commerce in improving business education insights has not been studied by many previous researchers. This research reviews the literature that offers that the adoption of e-commerce is not only as a digital business tool or digital platform, but as a learning medium to develop business insights. Researchers tried to collect findings that found the practical adoption of e-commerce in business education. The results of e-commerce adoption in business education can find out the insights

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and skills that are the main focus for individuals in the midst of accelerating digital business changes. With that, the purpose of this study; (a) Identify the role of e-commerce adoption in expanding business insights; (b) Practical integration of e-commerce in business education; (c) E-commerce skills and insights as a result of business education; (d) Recommendations for curriculum, teachers, and students adopting e-commerce in business education.

E-Commerce adoption is an electronic media used to conduct transactions between sellers and buyers using the internet network (Martini et al., 2023). The transaction process between sellers and buyers also does not have to meet in person (Ballesteros-Sola & Magomedova, 2023). The adoption of E-Commerce brings a new symbiotic, coordinated, and organized business model supported by internet networks and digital media (Gast & Allwood, 2023). Service transactions such as finance, logistics and so on can be conducted through digital technology (Nguyen et al., 2024). With that, e-commerce becomes a very important knowledge specifically for individuals who are ready to run a digital business. E-commerce adoption knowledge will help individuals adapt to changing times and prosper in an increasingly digital world (Wang & Kim, 2023). Xi Yang & Ming Luo (2020) said that e-commerce adoption breaks down national borders and makes international trade move towards borderless trade.

Business education is a key element for all countries to promote economic growth, entrepreneurial creativity and innovation (Boldureanu et al., 2020). Many countries require students from all levels of education to receive business education. The basic purpose of implementing business education is to prepare students to become entrepreneurs who are able to manage their own businesses (Banha et al., 2022). Individuals who receive business education are expected to improve economic development and contribute to technological development (Ghezzi & Cavallo, 2020). With that, business education as a means to provoke individuals to act in running a business (Xu et al., 2023).

METHOD

This research uses a systematic literature review (SLR) to understand the role of technology integration in driving improved business education insights. Systematic literature review (SLR) is very useful in integrating findings from several studies relevant to the research topic (Madushanki et al., 2020). The combination of relevant findings occurs by using the PRISMA method in a systematic literature review (SLR). The PRISMA method will provide a methodological framework for searching, assessing, and synthesizing relevant literature to comprehensively understand current research results (Galletta et al., 2024). In addition, this

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study will determine the objectives, the literature is always relevant, use the appropriate literature, synthesize and analyze the results, and present the discussion (Darman et al., 2024).

The first stage carried out by the researcher is determining the aspects observed or analyzed based on the research topic. Then the researcher will conduct a review of the relevant literature separately on the aspects to be observed or analyzed in the study (Streimikiene et al., 2021). The relevant literature was collected from the most reputable and comprehensive databases, such as Elsevier and Emerald Publishing. The following relevant literature was collected from comprehensive databases, namely "e-commerce adoption," and "business education insights." Relevant literature collected in English in the fields of digital technology, e-commerce, economics, business education, and management.

Table 1. Search strings in Elsevier and Emerald Publishing

Databases	Keywords
Elsevier	TITLE-ABS-KEY "e-commerce adoption" OR "business education insights" AND "students"
Emerald	(("e-commerce adoption" OR "business education insights" AND "students"))

Source: processed by researcher, 2025

Literature Screening Criteria

The researcher used inclusion and exclusion criteria in providing selection on the literature that would be the source of the paper. The literature that met the inclusion criteria were as follows, (1) literature related to e-commerce adoption, (2) literature related to business education insights, (3) literature related to business education students, and (4) literature written in English. While the literature that meets the exclusion criteria, such as (1) literature from books, (2) literature that is not written in English, (3) literature that is not accessible, and (4), literature that is not part of the research topic. All literature will be reviewed by researchers starting from the title, abstract, content and conclusion.

RESULTS AND DISCUSSION

Identification of Relevant Literature

We collected articles published from 2020 to April 2025 as relevant literature for inclusion in the analysis. Searching the Elsevier database resulted in 139 articles and the Emerald database resulted in 89 articles. The total number of journals searched from the two databases

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was 228, but after identification that was in accordance with the research article there were 82 articles. 82 articles were filtered based on 4 criteria in the inclusion process, there were 26 research articles. The 26 research articles will be selected again based on the title and abstract and only 17 articles remain. In the last stage, 17 research articles will be selected based on relevant research objectives in accordance with the title. The results of this selection are 7 research articles that are very relevant to the researcher's objectives.

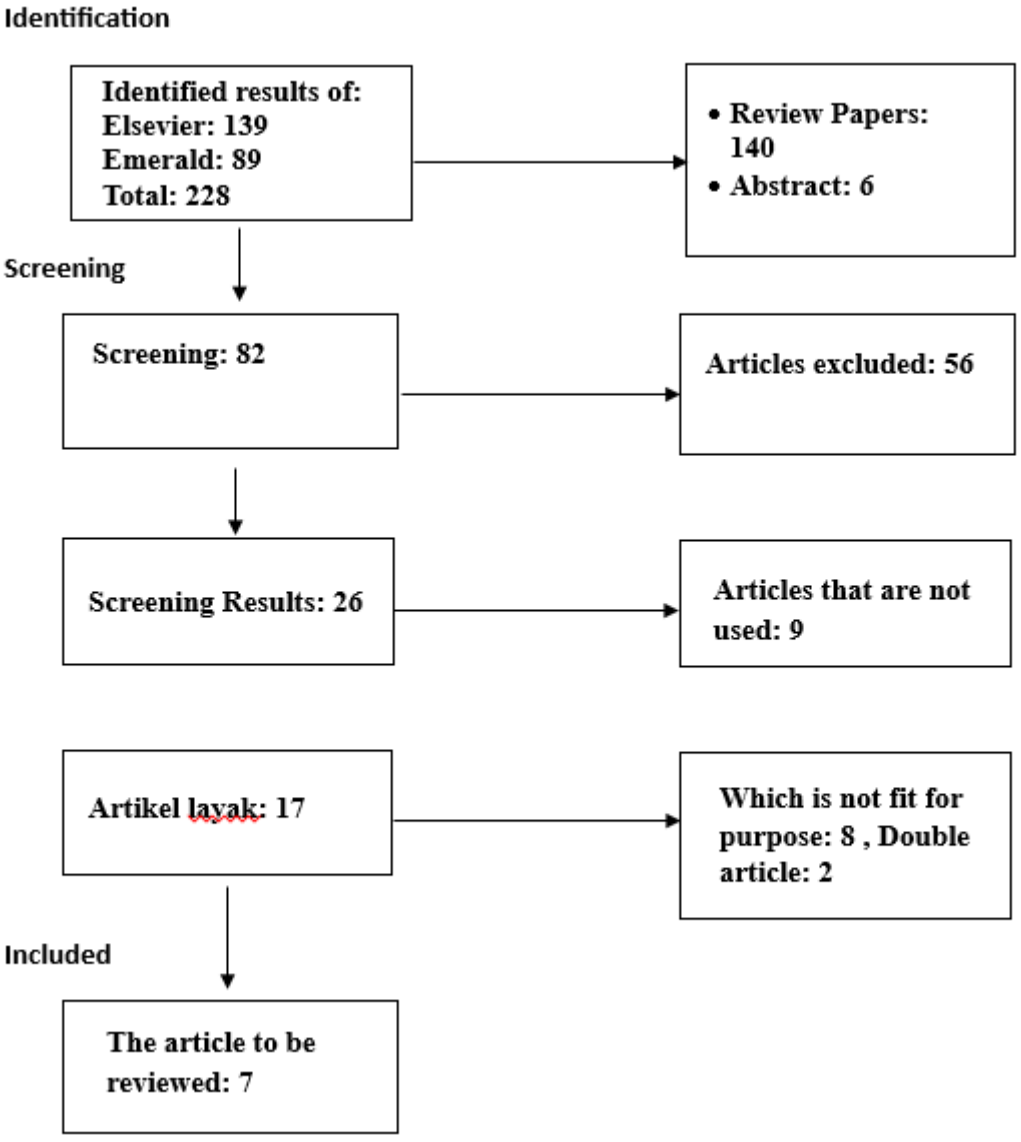


Figure 1. Identification of literature through Elsevier and Emerald Publishing databases

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Table 3. Resume of Research Articles Relevant to This Study

No.	Researchers	Finding
1	(Fedushko & Ustyianovych, 2022)	Cohort analysis can answer various business questions and successfully solve real-world problems in e-commerce customer research. It can be extended to analyze user satisfaction with the technical performance of the platform and used for infrastructure monitoring. Insights gained about the level of awareness and loyalty of e-commerce customers indicate the likelihood of users to make purchases or interact with the platform. Key aspects of e-business from the customer's point of view are analyzed and add to the understanding of user experience to strengthen customer relationships in e-commerce.
2	(Ariansyah et al., 2021)	The relative advantages of e-commerce over traditional commerce and the compatibility of e-commerce with individual needs and values can drive its adoption; digital skills and ubiquitous related infrastructure are essential requirements for expanding ecommerce diffusion; exposure to harmful content was empirically found to be a barrier to e-commerce adoption
3	(Hendricks & Mwapwele, 2024)	Our findings identify technology, environment, and customer trust as key challenges affecting e-commerce adoption. Environment, organization, and performance are seen as benefits that developing countries can leverage to increase e-commerce adoption.
4	(Pratap et al., 2022)	E-commerce companies build long-term relationships with identified top-performing suppliers. The study also provides real insights into supplier performance on a number of objective criteria. Furthermore, this study improves the overall performance and productivity of e-commerce companies by achieving input cost minimization and output quality maximization simultaneously.
5	(Salah & Ayyash, 2024)	Based on the results, it can be concluded that the factors of AI Integration, Customer Intelligence, innovative culture, competitive pressure, and business partner pressure positively

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		and significantly influence e-commerce adoption. In addition, ecommerce adoption positively and significantly affects the Marketing Performance of SMEs.
6	(Li et al., 2024)	Participation in e-commerce enhances the development resilience of farm households through three mechanisms: improving economic efficiency, network linkages, and risk appetite.
7	(Lin et al., 2024)	The findings are as follows: (1) e-commerce participation significantly promotes farmers' entrepreneurial behavior; (2) e-commerce participation as a mediating variable has a positive indirect effect on the relationship between social trust, network infrastructure, human capital, and farmers' entrepreneurial behavior; (3) e-commerce participation has a significant positive influence on farmers' entrepreneurship in the agricultural sector, and farmers with higher levels of network infrastructure and human capital have a higher probability of choosing agricultural entrepreneurship under the influence of e-commerce participation.

Source: processed by researcher, 2025

From the seven articles that have been analyzed in accordance with the research objectives, researchers found one article that explains the role of e-commerce adoption in expanding business insights, namely (Fedushko & Ustyianovych, 2022). The article expands business insights by explaining that e-commerce provides a deeper understanding of customer behavior. E-commerce shows the importance of user experience in strengthening business and customer relationships in the digital business world. In addition, e-commerce can monitor and analyze customer experience as part of a digital-based business strategy.

Two articles explain the integration of e-commerce adoption in business education, namely (Ariansyah et al., 2021) and (Salah & Ayyash, 2024). Ariansyah, et al. (2021) explained three important things in business education so that individuals can run digital businesses with e-commerce, namely; digital competencies, learning digital transformation and business innovation, and e-commerce project practices that teach technology adoption and consumer behavior. Meanwhile, (Salah & Ayyash, 2024) explained that the integration of e-commerce in

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business education is useful for teaching innovation and technology in marketing, insights to change the way SMEs operate, and digital marketing strategies.

One article specifically provides recommendations for curriculum development, teachers and students in the adoption of e-commerce in business education, namely (Lin et al., 2024). The article found that e-commerce participation can improve entrepreneurial behavior and efficiency in various sectors. In addition, e-commerce can be a business education tool, especially when linked to social capital and behavioral confidence. According to Lin, et al (2024), e-commerce adoption contributes to; (a) the curriculum utilizes e-commerce as a project-based learning approach; (b) teachers can direct students to participate in simulations or hands-on practice; (c) students can learn how to build a business early on through technology.

Meanwhile, three other articles specifically discuss the role of e-commerce adoption in today's business world, namely (Hendricks & Mwapwele, 2024), (Pratap et al., 2022), and (Li et al., 2024). These three studies explain that the adoption of e-commerce as a catalyst in business transformation, ranging from overcoming operational challenges, improving efficiency and performance, to opening new market opportunities and driving innovation. The research results of the three articles show that e-commerce not only benefits large companies, but also MSMEs and traditional sectors such as agriculture, to strengthen the overall economy.

DISCUSSION

E-commerce is not only a transaction tool in business, but also a source of deep understanding of customer behavior (Ariansyah et al., 2021). E-commerce user experience is key in building digital businesses, as well as the basis for data-driven business strategies (Chen et al., 2024). As such, business education across Indonesia needs to integrate data analysis and consumer understanding into the curriculum. Ariansyah, et al. (2021) and (Salah & Ayyash, 2024) explain three aspects to be included in the curriculum for business lessons, namely (a) Digital competencies including technical skills and technology adaptation; (b) Digital transformation learning and business innovation, such as the use of e-commerce to study customer behavior; (c) Digital marketing strategies to easily adapt to changes in the increasingly digital business world.

To achieve these three aspects, business education should prioritize a project-based learning system by utilizing e-commerce as the main project tool (Nyarko et al., 2022). Teachers also need to be involved as actors who provide practical guidance to individuals involved in learning (Nguyen et al., 2024). With this kind of learning system, individuals who learn business are expected to start a business early by utilizing the technology that is developing now.

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(Hendricks & Mwapwele, 2024), (Pratap et al., 2022), and (Li et al., 2024) explain the three objectives of e-commerce adoption in business now, namely increasing business efficiency and performance, easily opening new markets, and the economy growing rapidly.

The results of this study are in line with the theory of logical thinking development proposed by Jean Piaget (1952). The developmental theory of logical thinking needs to be applied in business education to improve business skills and increase the digital literacy of individuals who are running a business (Lackéus, 2020). The developmental theory of logical thinking is the basic knowledge to facilitate individuals in the effectiveness of business activities (Kroon, 2021). According to Narinthon, et al (2024), there are four abilities possessed by individuals, namely; analytical ability, problem solving, reasoning, and work improvement. These four abilities are valuable insights to face the increasingly digital business world now.

CONCLUSION

The adoption of e-commerce in business education not only enriches the curriculum with digital skills, but can equip individuals with a thorough understanding of business transformation from conventional to digital. Project-based approaches, collaboration, and emphasis on innovation are key for individuals to adapt and be competitive in today's digital business. Therefore, cooperation between academics, digital businesses and policy makers is essential in optimizing the impact of e-commerce adoption in business education.

This study only analyzed seven articles from two reputable databases, Elseivier and Emerald. As such, the findings certainly do not represent a wider variety of perspectives on e-commerce adoption in business education. In addition, the focus of this study is more on the benefits of e-commerce adoption in business education. The researcher did not analyze other factors such as digital divide, resistance to technology, and infrastructure limitations in business education. Future researchers are recommended to use more articles or use primary data (surveys or interviews) to strengthen the validity of the research findings..

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