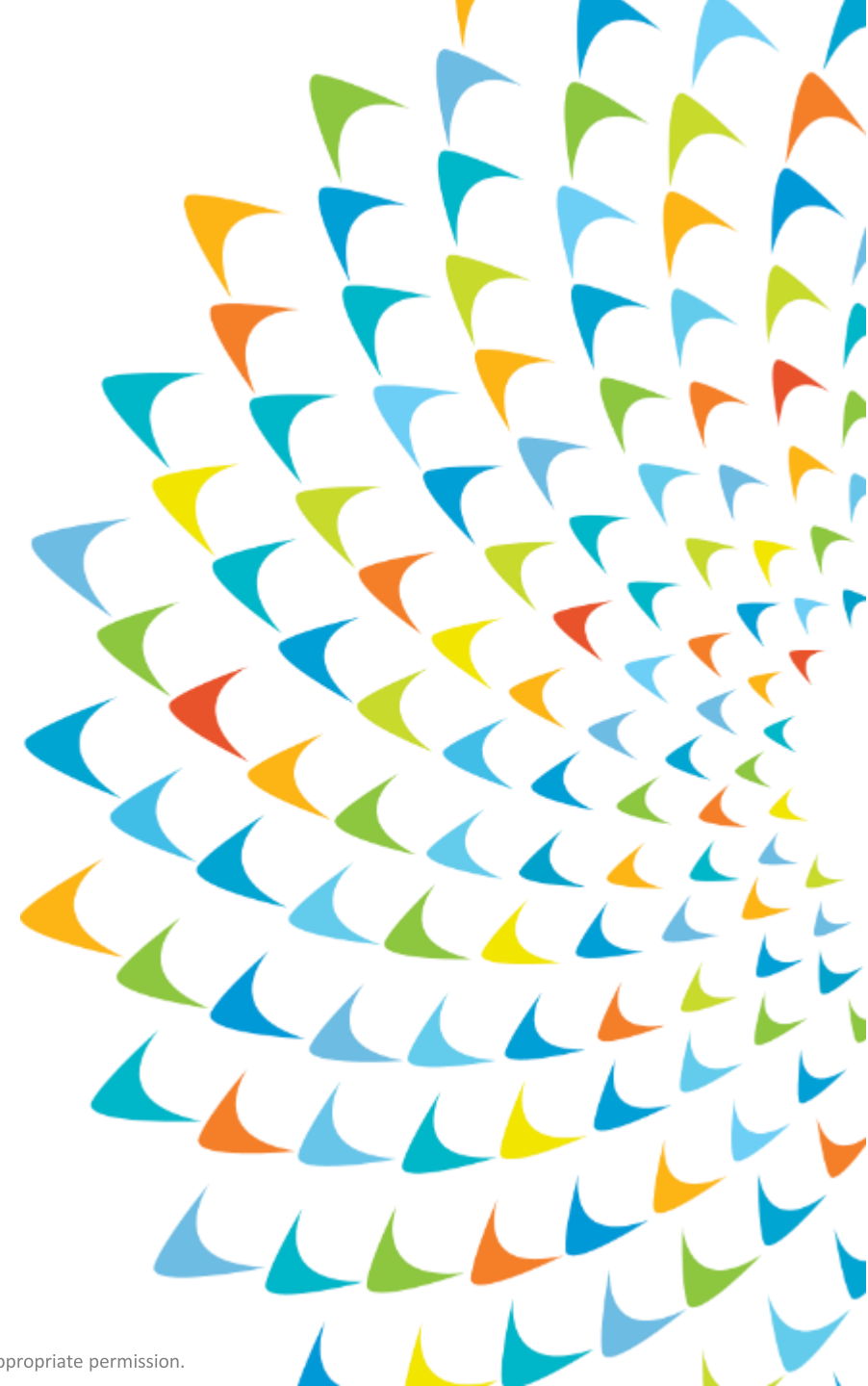




The Role of Local and Foreign Digital Platforms in Shaping SMEs Development in Cambodia

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Research questions and their relevance

- ▶ **Objective:** examines the impact of both domestic and foreign digital platforms on SME performance and investigate structural and gender-specific barriers to digital technology adoption
 - ▶ **How does** digital platform usage affect SME performance in Cambodia?
 - ▶ **To what extent** does platform adoption enable inclusive participation across gender and provincial groups?
 - ▶ **Does** the adoption of digital platforms help Cambodian SMEs improve productivity and, in turn, cross-border trade?
 - ▶ **What structural and gender-specific barriers** constrain SMEs' adoption of digital technologies?
- ▶ **Relevant questions for policy making and ADB operations**



Key Observations

- ▶ Study adopts international Definition and adapts it to Cambodian context
- ▶ Informative section on Cambodia's e-commerce landscape
 - ▶ Used 2022 Cambodia Economic Census (for insights on firms), industrial concentration
 - ▶ Information on e-commerce trade is based on the function of the platform; e-commerce trade is determined by people's mobility; firms along the international border
- ▶ Systematic identification of DV and IV, connecting them to literature and data availability through the Economic Census; clear specification of 8 models
- ▶ Discuss the underlying reasons for low performance –structural barriers, skills and others



Areas of Improvement

- ▶ Conceptual framework to support the 8 models
- ▶ Trade related activities is measured through patent, industrial design and trademark (why?)
- ▶ Short survey in 2-3 provinces to understand the nature of trade will be useful
- ▶ Identifying policy areas in Cambodia that promote SMEs and e-commerce trade
 - ▶ Is there any bilateral agreement between Thailand and Cambodia to promote trade?
- ▶ Room to improve the focus, streamlining the discussion



Thank you

