A Cloud Computing Framework for Optimizing Performance in E-Commerce Operations in Zimbabwe

Diana Dumbu, Chipo Mutongi and Theo Tsokota

Abstract

This chapter explores the implementation of a cloud computing framework to optimize performance in e-commerce operations in Zimbabwe. The rapid growth of e-commerce in the country has created a need for scalable, reliable, and efficient solutions to meet the demands of online shoppers. By leveraging cloud infrastructure, content delivery networks, auto-scaling capabilities, data analytics tools, security measures, and mobile optimization, e-commerce businesses can enhance user experience, improve website performance, and drive growth in their online operations. The study holds potential for various stakeholders, including e-commerce businesses in Zimbabwe, policymakers, and technology providers. Acknowledging that only a few businesses have implemented cloud technologies, the chapter reveals a substantial resource gap in technical, financial, and infrastructure requirements, hindering widespread cloud adoption. Additionally, security concerns and a lack of awareness contribute to the low adoption rate. The study makes use of existing literature.