

## Exploring CEO's leadership frames and e-commerce adoption among bruneian SMEs

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### Abstrak

The study examines the 250 CEOs' leadership style in adoption of electronic commerce (EC) among Bruneian SMEs. The study uses Bolman and Deal's instrument to measure the leadership frames and found that majority (70%) of the leaders are practicing all four frames and considered as effective leaders. Both human and symbolic (paired) frames of leadership remains dominant. In addition, structural, human resource and symbolic frames are ranked highest among the multiple (three) frames used. However, paired leadership frames (human and symbolic) were found to be significant predictor of EC adoption among Bruneian SMEs. Based upon the analysis and conclusion some recommendations were made for the relevant authorities.