

Digital Inclusion in Sustainable E-Business Development: A Systematic Literature Review

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Abstract

This paper investigates the role of digital inclusion in promoting sustainable e-business development. Digital inclusion ensures equitable access to digital technologies for all individuals, particularly marginalized communities, and is essential for fostering inclusive and sustainable economic growth. Beyond simply providing access to digital technologies, it examines the intersections of socioeconomic status, ethnicity, beliefs, religion, race, and gender. The study evaluates how digital inclusion contributes to the sustainability of e-businesses, considering its impact across three dimensions: economic, social, and environmental.

A systematic literature review was conducted using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) method to analyse relevant studies and industry reports. The findings indicate that digital inclusion not only reduces inequality and encourages responsible consumption but also enhances market reach and customer engagement, thereby supporting the long-term sustainability of e-businesses. Furthermore, integrating digital inclusion strategies can create a competitive advantage and align businesses with global sustainability goals.

The study concludes that e-businesses should prioritize digital inclusion as a key strategic initiative to foster growth, build inclusive digital markets, and contribute to a more equitable global economy. This approach not only benefits businesses but also advances social equity and supports sustainable development on a global scale.

Keywords: Digital inclusion, sustainability, e-business, sustainable development, digital technology