Critical success factors for developing an e-business strategy

Abstract

e-Business is the new, leading edge of electronic commerce. Organizations are using e-business applications such as enterprise resource planning, customer relationship management and e-procurement to transform traditional businesses into e-businesses. As organizations pursue an e-business strategy what are the five or six most important factors to consider? What are the opportunities? What are the threats? Answering these questions is the primary purpose of this paper. First, e-business is defined and placed in an historical context with its evolution through the electronic commerce concept.

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