

Critical Success Factors of E-Business Management: A Quantitative Investigation

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Abstract

This study seeks to uncover and evaluate the critical success factors of e-business management through a quantitative investigation. Modern business operations have embraced e-business as a necessary component as it allows companies to strengthen their competitive position. The results show that several essential success elements, such as secure online transactions, effective website design and usability, customer trust and happiness, effective supply chain management, and digital marketing tactics, have a major impact on e-business management. The success of e-business was also found to be significantly influenced by company culture, leadership support, and IT infrastructure. The knowledge gained from this research will help e-business managers focus on the essential elements needed to succeed in the online economy. Organizations can improve their e-business operations, improve customer experiences, and obtain a competitive edge in the constantly changing digital environment. The researcher had considered 200 people from different e- business sectors to know Critical Success Factors and its impact on E-Business Management and concludes that there is significant impact Critical Success Factors on E-Business Management.

Keywords: Critical success factors, e-business, management, organization, quantitative

Introduction

The rise of digital technology has completely altered the way businesses operate and engage with their customers. E-business, which includes a wide range of online activities, has emerged as a critical component of contemporary company tactics. It gives businesses a chance to reach more people, work more efficiently, and provide better customer service. E-business enterprises must successfully manage a few important aspects to succeed, albeit this is not a given. The discovery

and comprehension of these critical success factors (CSFs) are essential for creating and putting into practice efficient e-business management strategies. To make sure that e-business platforms are used to their full potential, organizations must negotiate the complicated digital ecosystem and deal with major problems. Businesses can leverage the possible advantages of e-business and achieve a competitive edge by concentrating on the essential success elements. This quantitative study tries to pinpoint and assess the critical success variables that greatly impact e-business management. The study will shed light on the area's businesses should concentrate on to succeed in the digital economy.

Organizations now design and maintain their websites differently because of the development of e-business. Usability and effective website design are now recognized as key success criteria for luring and keeping online consumers interested. A visually appealing website that offers an effortless user experience can have a big impact on customer retention. For e-business managers to maximize their online presence, it is crucial to understand the components of efficient website design, such as navigation, aesthetics, and functionality. Safeguarding online transactions is a critical component of successful e-business. Customers are growing increasingly worried about the safety of their financial and personal details due to the increasing number of cyber-attacks and data breaches. Forging a relationship of trust with customers and protecting their sensitive data, it is crucial to have solid security measures, such as encryption methods and secure payment channels. Since customers frequently rely on reviews, ratings, and recommendations to make purchasing decisions, establishing, and sustaining customer trust in an online environment can be difficult. To build trust and loyalty among their online clientele, e-business managers must prioritize supplying exceptional customer service, rapidly resolving issues, and offering tailored experiences.

Another essential component of e-business success is effective supply chain management. Meeting client expectations and keeping a competitive edge needs prompt delivery, precise inventory management, and optimized logistics. For supply chain operations to be optimized and order fulfillment times to be cut down, e-business managers must use technology solutions like integrated systems for inventory and tracking in real time. Content marketing, search engine optimization, and social media marketing are some of the online tactics that businesses must use

to reach out to and include their desired audience. Organizational culture and leadership support have an impact on e-business performance. A favorable environment for e-business efforts is fostered through fostering a culture of innovation, agility, and adaptability inside the firm. The cornerstone for effective e-business operations is also the availability of a robust IT infrastructure. E-business managers must make sure their companies have the hardware, software, and network infrastructure required to support their online operations.

Literature Review

The Internet has provided a fresh spectrum of communication opportunities, market control, and business expansion during the previous twenty years. Numerous businesses have started to recognize the prospects in this area. The Internet has eased the current business model and generated an entirely distinct sector that different companies have had to dominate (Amit & Zott, 2001). Upper management ought to recognize and pay consideration to several Critical Success Factors (CSFs) to ensure that strategic initiatives are implemented correctly and that the necessary resources are allocated accordingly (Gates, 2010). The purpose and strategic objectives of every e-business organization are closely tied to CSFs. CSFs focus on the critical aspects of "how" this will be accomplished, as opposed to the mission and goals, which are more concerned with the objectives and "what" must be accomplished. The following are the three elements, which Alshamlan (2006) determined to be the most crucial after reviewing the work done on e-Business CSFs: project management, leadership commitment, and employee retention, acquisition, and ownership. According to Huang et al. (2005), the following six factors were identified after conducting an empirical study on the critical success factors that help the success of electronic commerce (e-C): Strategy, leadership, management, customer, organization, and technology.

The quantitative study done by Tsironis, Gotzamani, and Mastos (2017), employed a structured questionnaire. Through a thorough assessment of the literature, which produced a list of forty crucial success characteristics, content validity was guaranteed by the researchers. To confirm the questionnaire's content even further, a pilot study was carried out with fifteen e-business specialists from business and academia. The respondents were requested to rate the degree to which they disagree or agree with each of the 40 questions using a 10-point scale (1 being

"strongly disagree" and 10 being "strongly agree"). The Greek E-Commerce Association, the Federation of Hellenic Information Technology & Communications Enterprises, and the Athens Chamber of Commerce and Industry were the three main Greek databases that made up the statistical population of the study. For research purposes, they first sent emails to all of the companies in these databases requesting them to give a contact person in charge of their online business. The inquiry received responses from 322 different businesses in total. The goal of the research was then explained to each of these companies in greater detail over the phone. A one-on-one interview was scheduled to finish the questionnaire for those businesses who ultimately decided to participate. 174 replies were gathered between January 2014 and April 2014, with a response rate of 54%.

According to the e-B businesses sample distribution as per business sector, companies primarily belonged to the travel and leisure sector (41%), which included tour agencies and operators, automobile rentals, and ticket sales. Furniture was included in consumer products (19%), which came in second place behind computer and retail outlets (28%). The final two industries in the survey were finance (2%) and supermarkets (9%). The sample of e-B businesses was also divided into groups based on the payment options they provide. E-payment and e-banking services are provided by all 174 companies. Debit and credit cards are the most widely used payment methods globally. The bulk of the remaining businesses (58 firms) provide additional payment upon delivery, while 25 of the businesses also provide telephone payments (Tsironis, Gotzamani, & Mastos, 2017).

According to the study's findings, an integrated e-B model with 5 critical success factors has been created: performance measurement and improvement, human resources (HR), partner orientation, information technology resources (ITR), and customer orientation. RBV, SCV, and performance enhancement are all integrated for the first time in this model. More precisely, the suggested model demonstrates how value creation in any e-B firm may be achieved through the synergy of good resource management (resource-based view) and effective supply chain management (supply chain view). It demonstrates how an e-B organization's RBV has a direct and advantageous impact on its SCV, which in turn has a favorable impact on its performance (Tsironis, Gotzamani, & Mastos, 2017).

Another quantitative study by Tom Okot aimed to unveil the CSFs of e-business for Costa Rican small and midsize enterprises, applying a mixed methodology approach. For the population/sample, according to Costa Rican legislation, these businesses must be private, NGO-registered, and registered at the federal level with the Ministry of Economy, Industry, and Commerce (MEIC), these businesses must only have jurisdiction in Costa Rica (the study does not include larger corporations like Amazon, eBay, etc.), small and medium-sized businesses are required, it has to be e-business, and the business must have utilized the internet to communicate with both suppliers and customers. This study utilized questionnaires and structured interviews. Using the registration list provided by MEIC, a sample of 30 SMEs were contacted online by the researcher. However, only 27 businesses (TMT) took part in the study, resulting in an overall statistical response rate of 90%.

The research was successful in pinpointing 12 CSF: trademark, e-business organizational culture, top management support, social networks and supplier orientation, customer focus, strong e-leadership, proper e-business technical infrastructure, e-business strategy, shipping and return policy, effective website and content management, payment and collection platforms, and privacy, trust, and security. The internet has shown to be a major game-changer that can affect trends in supply and demand. Even though a management head might presently be a successful result-based head, due to their increased attention to everyday operations, they fall short in projecting the future environment. Once SMEs have a competent tactical leader who comprehends the present operations of the organization and the upcoming e-business developments, their management will improve, and their market competitiveness will rise (Sedighadeli & Kachouie, 2019). If SMEs' e-businesses are to become a sector that significantly contributes to a nation's macroeconomic development, they must be protected. The government must make sure that SMEs' online businesses have several advantageous conditions, such as healthy telecommunications markets that let these businesses select from a range of internet access technologies.

Objective: To know Critical Success Factors and their impact on E-Business Management.

Methodology: The researcher had considered 200 people from different e- business sectors to know Critical Success Factors and their impact on E-Business Management. The survey was conducted with the help of a questionnaire. The researcher had collected the primary data through random sampling method and analyzed it using means and to test statistical tools.

Findings

Table 1 Critical Success Factors of E-Business Management

S. No.	Statements	Mean Value	t value	Sig.
1.	It is important to have secure online transactions	3.13	1.871	0.031
2.	Success of e-business depends on effective website design and usability	3.18	2.607	0.005
3.	E-business must focus on customer trust and happiness	3.15	2.207	0.014
4.	E-business looks for effective supply chain management	3.12	1.730	0.043
5.	Digital marketing tactics is must for success of e-business	3.16	2.344	0.010
6.	Company culture, leadership support, and IT infrastructure leads to success of e-business	3.14	2.017	0.023

Table 1 shows different Critical Success Factors of E-Business Management. The respondent says that Success of e-business depends on effective website design and usability with mean value 3.18, Digital marketing tactics is must for success of e-business with mean value 3.16 and E-business must focus on customer trust and happiness with mean value 3.15. The respondent also says that Company culture, leadership support, and IT infrastructure leads to success of e-business with mean value 3.14, It is important to have secure online transactions with mean value 3.13 and E-business looks for effective supply chain management with mean value 3.12. The value under significant column for all the statements related to success of e-business management are significant with value below 0.05 after applying t-test.

Conclusion

The critical success factors (CSFs) that have a major impact on the management of e-business have been highlighted by this quantitative analysis, in conclusion. To succeed in the digital market, e-business managers must successfully handle several crucial elements recognized by the study. The importance of creating a seamless user experience to draw in and keep online users emerged as a critical CSF, underlining the value of effective website design and usability. Secure online transactions were cited as a critical element, highlighting the demand for strong security controls to win over customers. Additionally, the need for outstanding customer care and customized experiences was emphasized as being crucial for the success of e-businesses. For an e-business to succeed, organizational culture, leadership support, and IT infrastructure were addressed, emphasizing the necessity of a creative and encouraging organizational climate as well as a strong technological base. For those working and making decisions in e-business management, the research's findings offer useful insights. The discovered CSFs can act as a roadmap for businesses looking to enter and expand into the digital sector. The study was conducted to find out Critical Success Factors and their impact on E-Business Management. It is found that Success of e-business depends on effective website design and usability, Digital marketing tactics is must for success of e-business and E-business must focus on customer trust and happiness. The study concludes that there is a significant impact Critical Success Factors on E-Business Management.

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