

Analysis of Organizational Factors Effect on Performing Electronic Commerce Strategy: A Case Study of the Namakin Food Industry

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Abstract : Quick growth of electronic commerce in developed countries means that developing nations must change in their commerce strategies fundamentally. Most organizations are aware of the impact of the Internet and e-Commerce on the future of their firm, and thus, they have to focus on organizational factors that have an effect on the deployment of an e-Commerce strategy. In this situation, it is essential to identify organizational factors such as the organizational culture, human resources, size, structure and product/service that impact an e-commerce strategy. Accordingly, this research specifies the effects of organizational factors on applying an e-commerce strategy in the Namakin food industry. The statistical population of this research is 95 managers and employees. Cochran's formula is used for determination of the sample size that is 77 of the statistical population. Also, SPSS and Smart PLS software were utilized for analyzing the collected data. The results of hypothesis testing show that organizational factors have positive and significant effects of applying an e-Commerce strategy. On the other hand, sub-hypotheses show that effectiveness of the organizational culture and size criteria were rejected and other sub-hypothesis were accepted.

Keywords : electronic commerce, organizational factors, attitude of managers, organizational readiness

Conference Title : ICM 2017 : International Conference on Management

Conference Location : San Francisco, United States

Conference Dates : June 07-08, 2017