

E-Management and Firm Performance: An Empirical Study in Tunisian Firms

Authors : Khlif Hamadi

Abstract : The principal aim of our research is to analyze the impact of the adoption of e-management approach on the performance of Tunisian firms. The method of structural equation was adopted to conduct our exploratory and confirmatory analysis. The results arising from the questionnaire sent to 155 E-managers affirm that the adoption of e-management approach influences the performance of Tunisian firms. The results of the questionnaire show that e-management favors the deployment of ICT usage and contributes enormously to the performance of the modern enterprise. The theoretical and practical implications of the study, as well as directions for future research, are discussed.

Keywords : e-management, ICT Deployment, organizational performance, e-manager

Conference Title : ICBCA 2018 : International Conference on Business Computing and Analytics

Conference Location : New York, United States

Conference Dates : August 27-28, 2018