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Towards an E-Commerce Adoption Model for a Business Organization: A Guide for Successful Implementation

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Electronic Commerce (EC) enables business organizations to improve their efficiency and competitive position. However, there is a lack of comprehensive frameworks that gives a guideline in successful implementation of E-Commerce technologies.

The current study was undertaken with the objectives to: (i) Investigate various kinds of e-commerce adoption models in business organizations (ii) Investigate limitations, barriers and drivers in the adoption of e-commerce in business organizations (iii) Identify the critical factors for successful implementation of e-commerce models in business organizations (iv) Formulate a framework as a guide for successful implementation of e-commerce models in business organizations.

There are many drivers and barriers to E-Commerce. The major drivers are motivating organizations to adopt E-Commerce technologies. Despite the perceived and experienced benefits of E-Commerce for organizations, there are major barriers and challenges in adoption of E-Commerce. The study identified drivers and barriers as enablers and inhibitors in adoption of E-Commerce in organizations. But Critical Factors could either be enablers or inhibitors.

This study examined the major drivers, barriers and critical factors that motivate and discourage in adoption of E-Commerce in organizations. The study also investigated the Key Factors of various E-Commerce adoption models. The key features need to be included in a suitable E-Commerce definition are also identified in this study.

This study provides the proposed framework as a guide for successful implementation of E-Commerce in business organizations. The proposed framework developed by including twenty four facts that affect in adoption of E-Commerce and the Key Factors identified in various E-Commerce adoption models.

Keywords: E-Commerce adoption, E-Commerce Drivers, E-Commerce Barriers, E-Commerce Critical Factors, E-Commerce adoption guide