

IMPROVING PARTICIPATION TOWARD EFFICIENCY USING B2B E-
COMMERCE MODELS

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To my beloved mother, father and my dear sister

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ABSTRACT

The business to business (B2B) is a type of e-commerce which is using a technology between businesses for trading. The main purpose of this research is to improve participation toward efficiency on the B2B e-commerce. This aim was reached by developing a new model on B2B. The method that was chosen for achieving expected goals is qualitative research method based on collecting data with interview and analyzing data by Grounded Theory. The data were collected from UTM Bursar's Office and reviewing previous studies in B2B e-commerce. As a result, by recognizing the effective elements on participation in a B2B system, a new model for B2B was developed for improving participation. These effective elements add to Restricted Bid Model for solving the participation problems. The features of developed model are direct interaction, open connectivity, WWW medium technology and based on buying. The possible suggested future works would be implementation and adaptation of this model for appropriate businesses.

ABSTRAK

Perniagaan ke perniagaan (B2B) adalah sejenis e-dagang yang menggunakan teknologi di antara para perniaga untuk menjalankan perdagangan. Tujuan utama kajian ini adalah untuk meningkatkan kecekapan penyertaan terhadap e-dagang B2B. Matlamat ini dapat dicapai dengan membangunkan model baru B2B. Kaedah yang dipilih untuk mencapai matlamat yang diharapkan ini adalah melalui kaedah penyelidikan kualitatif dan berdasarkan kepada pengumpulan data melalui temuduga dan menganalisa data melalui Teori Mendalam. Data telah dikumpul melalui Pejabat Bendahari UTM dan juga dari hasil kajian sebelumnya dalam B2B e-dagang. Hasilnya, dengan mengenalpasti elemen-elemen yang bekesan terhadap penyertaan di dalam sistem B2B, satu model baru B2B telah dibangunkan bagi meningkatkan penyertaan. Elemen-elemen keberkesanan ini digunakan di dalam Model Bidaan Terhad bagi menyelesaikan masalah penyertaan. Ciri-ciri model yang dibangunkan ini adalah interaksi secara langsung, sambungan terbuka, teknologi medium WWW dan berdasarkan proses belian. Beberapa cadangan telah dibuat untuk penyelidikan pada masa hadapan terhadap perlaksanaan dan penyesuaian model tersebut dalam perniagaan yang bersesuaian.

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LIST OF ABBREVIATIONS

B2B	-	Business to Business
B2C	-	Business to Customer
C2C	-	Customer to Customer
E-commerce	-	Electronic Commerce
E-business	-	Electronic Business
E-enterprise	-	Electronic Enterprise
EC	-	Electronic Commerce
EDI	-	Electronic Data Interchange
EI	-	Enterprise Integration
G2B/C	-	Government to Business/Customer
IT	-	Information Technology
MRO	-	Maintenance, Repair and Operations
RA	-	Reverse Auction
RFP	-	Request For Proposal
RFQ	-	Request For Quotes
XML	-	Extensible Markup Language

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Nowadays, Internet affects on all aspects of life and business. Business uses the Internet for making money and providing services or products in virtual world. Therefore, depended activities required no place neither no many staffs opposite to classical business. Once the Internet was invented, E-business and E-commerce were introduced. E-commerce means providing service and making money under the networks such as the Internet which is the most famous among the people and business. Zhu and Cai (2011) commented that “the appeal of doing business on the web is clear. By bringing together huge numbers of buyers and sellers and by automating transactions, web markets expand the choices available to buyers, give sellers access to new customers, and reduce transactions costs for all the players”.

E-commerce is divided in two models that are named business to customer (B2C) and business to business (B2B). In B2C model some businesses use e-commerce to provide products for customers. It means they provide their products over the e-commerce. Another model is B2B that is used for providing services or selling products to the other businesses. For instance, providing raw materials for some companies to produce their products.

To realize benefits for businesses, information technology has helped Quick Response (QR) and Just in Time (JIT) previously. For more benefits in organizations, some activities or processes such as inter-organizational Research and Development (R&D) can help to make more trust and also improving relationship between organizations and businesses. Using B2B for improving the relationship between organizations and pure transactional activities will develop into corporate collaboration gradually (Li *et al.*, 2007).

1.2 Problem Background

In many businesses physical participation is caused to waste time and cost. Many companies are trying to reduce the physical communication because it needs more manpower, and allocate more money for paying salary to employees. For solving this problem and saving money, many companies come to use virtual networks and paperless systems. Among these systems, e-commerce is one of the most popular ones. E-commerce reduces the time and cost of buying, selling and servicing for consumers. But some businesses such as some specific information technology companies, that are using e-commerce, need to improve the participation for increasing efficiency in their organizations. Although e-commerce has great effect on physical communication in all businesses but it can be improved.

Until now, there were not any studies about improving the participation efficiency on e-commerce. This research is one of the primary studies in this area. There is a little or no empirical research on theory testing or model developing because of aborninig stage of the e-commerce field (Cullen and Webster, 2007).

1.3 Problem Statement

The main problem of this research is making participation more efficient. Today many companies use e-commerce system in from of pure click companies or pure brick companies. One of the considerable benefits of e-commerce is reducing physical communication between costumers and providers, also between staffs of organization. This feature can influence cost and time, therefore improving the participation by e-commerce can make efficient communication for all connections of a business. This research is focused on B2B model to improve the participation efficiency between buyer companies and provider companies. There are many elements of B2B model and the aim of this study is recognizing the most effectiveness ones for improving participation and model developing. The main problem of this research is:

How B2B E-Commerce can improve the participation efficiency?

For supporting the main problem as mentioned above, sub questions can be defined as below:

- i. What are the advantages of using B2B E-Commerce on participation?
- ii. What are the elements of B2B E-Commerce to improve the participation efficiency?
- iii. How B2B E-Commerce model can be developed to improve the participation efficiency?

1.4 Objectives

The main objective of this research is improving participation in B2B systems to increase the efficiency and find an appropriate model for this reason. The objectives of this research are as follows:

- i. To identify the advantages of B2B E-Commerce on participation.
- ii. To identify the elements of B2B E-Commerce that can improve the participation efficiency.
- iii. To develop B2B E-Commerce model that can improve the participation efficiency.

1.5 Scope

The scope of this research refers to B2B elements and current models for developing a new model to improve participation. The scopes are listed as follows:

- i. Concentrate on companies that are using B2B without intermediary.
- ii. Focus on basic elements of B2B e-commerce model for developing new model.
- iii. Concentrate on B2B to improve efficiency in business.
- iv. Concentrate on working in virtual environment without any need to see customers.

1.6 Conclusion

This chapter was illustrated the initials of the research. In this chapter, objectives, scope and problems were defined. The main problem and objective of this research was the finding way to improving participation efficiency using the B2B e-commerce models, as were mentioned in above sections. In conclusion, this chapter is the main guideline for researcher to continue this study.

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