IMPROVING PARTICIPATION TOWARD EFFICIENCY USING B2B E-COMMERCE MODELS

FARHAD REZAEI

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Faculty of Computing
Universiti Teknologi Malaysia

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To my beloved mother, father and my dear sister
ACKNOWLEDGEMENT

In preparing this thesis, I was in contact with many people, researchers, academicians, and practitioners. They have contributed towards my understanding and thoughts. In particular, I wish to express my sincere appreciation to my supervisor, Associate Professor Dr. Othman bin Ibrahim for encouragement, guidance, critics and friendship. The blessing, help and guidance given by him time to time shall carry me a long way in the journey of life on which I am about to embark.

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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

TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>CHAPTER</th>
<th>TITLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DECLARATION</td>
<td>ii</td>
<td></td>
</tr>
<tr>
<td>DEDICATION</td>
<td>iii</td>
<td></td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>iv</td>
<td></td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>vi</td>
<td></td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>vii</td>
<td></td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>xii</td>
<td></td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>xiv</td>
<td></td>
</tr>
<tr>
<td>LIST OF ABBREVIATIONS</td>
<td>xv</td>
<td></td>
</tr>
<tr>
<td>LIST OF APPENDICES</td>
<td>xvi</td>
<td></td>
</tr>
</tbody>
</table>

1 INTRODUCTION
1.1 Introduction 1
1.2 Problem Background 2
1.3 Problem Statement 3
1.4 Objectives 3
1.5 Scope 4
1.5 Conclusion 4

2 LITERATURE REVIEW
2.1 Introduction 5
2.2 Overview of E-Commerce 5
2.2.1 Pure vs. Partial E-Commerce 7
2.2.2 Internet vs. Non-Internet E-Commerce 8
2.2.3 Electronic Market vs. Inter-organizational System 8
2.2.4 E-Commerce Models 9
2.2.5 Distribution Channel in E-commerce 11
2.3 Business to Business (B2B) Model 11
2.4 B2B Characteristics 12
  2.4.1 Parties to the Transaction 12
  2.4.2 Types of Transaction 13
  2.4.3 Types of Materials 13
  2.4.4 Collaboration 14
  2.4.5 Communication and Interaction 14
2.5 B2B Driven Types 16
  2.5.1 Buyer Driven 16
  2.5.2 Supplier Driven 17
  2.5.3 Third Party Driven 18
2.6 B2B Transactions Models 18
  2.6.1 Transaction Models Connectivity 20
  2.6.2 Exchange Model 21
  2.6.3 Auction Model 22
  2.6.4 Reverse Auction Model 23
    2.6.4.1 The Dark Side of Reverse Auctions 24
    2.6.4.2 Benefits on Implementation of Reverse and Forward Auction 24
  2.6.5 Negotiation Model 26
  2.6.6 Aggregator Model 26
  2.6.7 Request for Quotes Model 27
2.7 B2B Transaction Extended Models 28
  2.7.1 Scenario 1: Individual Trading (Open, Selling, WWW, Direct) (It is quite common in the Computer Industry) 30
  2.7.2 Scenario 2: Collaboration (Open, Selling, WWW, Intermediary) 31
  2.7.3 Scenario 3: Marketplace (Open, Selling & Buying, WWW, Intermediary) 31
  2.7.4 Scenario 4: Proprietary Sales (Restricted, Selling/Integrated, Extranet, Direct) 31
2.7.5 Scenario 5: Private Exchange (Restricted, Integrated Exchange, Extranet, Intermediary) 32
2.7.6 Scenario 6: Aggregation (Open, Buying, WWW, Intermediary) 32
2.7.7 Scenario 7: Intranet/EDI (Restricted, Integrated Exchange, Intranet, Direct) 32
2.7.8 Scenario 8: Restricted Bid (Restricted, Buying, Extranet, Direct) 33
2.7.9 Scenario 9: Reverse Auction (Open, Buying, WWW, direct) 33

2.8 Efficiency in B2B 34
2.9 Service Time in B2B 35
2.10 B2B Effects on Transaction Cost 36
2.10.1 Costs and Difficulties Related to B2B Integration 37
2.10.1.1 Investments Costs 38
2.10.1.2 Information Sharing 38
2.10.1.3 Technical Problems 39
2.10.1.4 Effects of Organization’s Size 39
2.11 Definition of Participation 40
2.12 Compare Current B2B Transaction Models 42
2.13 Purposed Models 46
2.14 Conclusion 47

3 RESEARCH METHODOLOGY 48
3.1 Introduction 48
3.2 Initial Planning 48
3.2.1 Determine the Objectives and Scopes 49
3.2.2 Literature Review 49
3.3 Research Method 49
3.3.1 Qualitative Research Method 50
3.3.1.1 Grounded Theory for Data Analysis 51
3.3.1.2 Determine the Data Collection Technique: Interview 52
3.3.1.3 Determine the Case Study to Collect Data 53
3.4 Data Collection 54
3.5 Data Analysis 54
3.6 Develop Model 55
3.7 Research Plan 56
  3.7.1 Gantt Chart 58
  3.7.2 Milestones 58
3.8 Conclusion 58

4 INITIAL FINDING 59
  4.1 Introduction 59
  4.2 Literature Findings 59
  4.3 Case Study Findings 60
    4.3.1 Background of Case Study (Bendahari UTM) 60
    4.3.2 Interview Findings 61
    4.3.3 Effective Elements on Participation 63
  4.4 Conclusion 64

5 DATA ANALYSIS AND RESULT 65
  5.1 Introduction 65
  5.2 Case Study Analysis 65
    5.2.1 Categorizing Concepts 66
      5.2.1.1 Analyzing Effective Elements on Participation 67
      5.2.1.2 Analyzing Effects of Participation on Service Time 69
      5.2.1.3 Analyzing Effects of Participation on Cost 70
  5.3 Analysis on Literature Review Findings 72
    5.3.1 Analyze Participation Effective Elements on Current B2B Models 72
    5.3.2 Determine Appropriate B2B Model(s) 76
  5.4 Develop Model 77
  5.4 Evaluation of Model 82
  5.5 Conclusion 83

6 CONCLUSION AND DISCUSSION 84
6.1 Introduction 84
6.2 Achievements 84
6.3 Constraints and Challenges 85
6.4 Future Work 85
6.5 Conclusion 86

REFERENCES 87
APPENDICES A – C 92 - 99
## LIST OF TABLES

<table>
<thead>
<tr>
<th>TABLE NO.</th>
<th>TITLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Differences between B2B and B2C</td>
<td>9</td>
</tr>
<tr>
<td>2.2</td>
<td>Definitions of roles and models on the E-commerce business models</td>
<td>10</td>
</tr>
<tr>
<td>2.3</td>
<td>Key characteristics of extended model</td>
<td>29</td>
</tr>
<tr>
<td>2.4</td>
<td>Comparison of B2B transaction models based on Connectivity</td>
<td>43</td>
</tr>
<tr>
<td>2.5</td>
<td>B2B transaction restricted models</td>
<td>44</td>
</tr>
<tr>
<td>2.6</td>
<td>Comparison of B2B transaction models based on Interaction</td>
<td>45</td>
</tr>
<tr>
<td>2.7</td>
<td>B2B transaction with direct interaction models</td>
<td>46</td>
</tr>
<tr>
<td>2.8</td>
<td>B2B restricted transaction and direct interaction models</td>
<td>47</td>
</tr>
<tr>
<td>4.1</td>
<td>Coding the answers of interview questions in the participation, cost, time and B2B.</td>
<td>62</td>
</tr>
<tr>
<td>4.2</td>
<td>Coding the answers of interview questions in the extracted effective elements on participation.</td>
<td>64</td>
</tr>
<tr>
<td>5.1</td>
<td>Analyze models on centralized database</td>
<td>73</td>
</tr>
<tr>
<td>5.2</td>
<td>Analyze models on communication</td>
<td>73</td>
</tr>
<tr>
<td>5.3</td>
<td>Analyze models on accessibility</td>
<td>74</td>
</tr>
<tr>
<td>5.4</td>
<td>Analyze models on paperless work cycle</td>
<td>74</td>
</tr>
<tr>
<td>5.5</td>
<td>Analyze models on collaboration</td>
<td>75</td>
</tr>
<tr>
<td>5.6</td>
<td>Result of comparison models with effective elements on participation in B2B systems</td>
<td>76</td>
</tr>
</tbody>
</table>
5.7 Evaluation of the developed model
# LIST OF FIGURES

<table>
<thead>
<tr>
<th>FIGURE NO.</th>
<th>TITLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Classification of B2B connectivity by transaction Models</td>
<td>20</td>
</tr>
<tr>
<td>2.2</td>
<td>B2B exchange classification by ownership structures</td>
<td>21</td>
</tr>
<tr>
<td>2.3</td>
<td>Connectivity in B2B transaction extended model</td>
<td>30</td>
</tr>
<tr>
<td>3.1</td>
<td>Research plan</td>
<td>57</td>
</tr>
<tr>
<td>5.1</td>
<td>Categorizing of concepts</td>
<td>66</td>
</tr>
<tr>
<td>5.2</td>
<td>Participation weaknesses in Restricted Bid Model and solutions for them</td>
<td>78</td>
</tr>
<tr>
<td>5.3</td>
<td>New Developed Model</td>
<td>79</td>
</tr>
<tr>
<td>5.4</td>
<td>Features of new model on effective elements for improving participation</td>
<td>79</td>
</tr>
<tr>
<td>5.5</td>
<td>Projective figure of new model and how it is work on the internet</td>
<td>81</td>
</tr>
</tbody>
</table>
### LIST OF ABBREVIATIONS

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2B</td>
<td>Business to Business</td>
</tr>
<tr>
<td>B2C</td>
<td>Business to Customer</td>
</tr>
<tr>
<td>C2C</td>
<td>Customer to Customer</td>
</tr>
<tr>
<td>E-commerce</td>
<td>Electronic Commerce</td>
</tr>
<tr>
<td>E-business</td>
<td>Electronic Business</td>
</tr>
<tr>
<td>E-enterprise</td>
<td>Electronic Enterprise</td>
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<tr>
<td>EC</td>
<td>Electronic Commerce</td>
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<tr>
<td>EDI</td>
<td>Electronic Data Interchange</td>
</tr>
<tr>
<td>EI</td>
<td>Enterprise Integration</td>
</tr>
<tr>
<td>G2B/C</td>
<td>Government to Business/Customer</td>
</tr>
<tr>
<td>IT</td>
<td>Information Technology</td>
</tr>
<tr>
<td>MRO</td>
<td>Maintenance, Repair and Operations</td>
</tr>
<tr>
<td>RA</td>
<td>Reverse Auction</td>
</tr>
<tr>
<td>RFP</td>
<td>Request For Proposal</td>
</tr>
<tr>
<td>RFQ</td>
<td>Request For Quotes</td>
</tr>
<tr>
<td>XML</td>
<td>Extensible Markup Language</td>
</tr>
</tbody>
</table>
## LIST OF APPENDICES

<table>
<thead>
<tr>
<th>APPENDIX</th>
<th>TITLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>RESEARCH GANTT CHART</td>
<td>92</td>
</tr>
<tr>
<td>B</td>
<td>RESEARCH MILESTONES</td>
<td>94</td>
</tr>
<tr>
<td>C</td>
<td>INTERVIEW QUESTIONS AND ANSWERS</td>
<td>95</td>
</tr>
</tbody>
</table>
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 aborning 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.
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 B2B e-commerce models, as were mentioned in above sections. In conclusion, this chapter is the main guideline for researcher to continue this study.
REFERENCES


