
Examining e-business impact on firm performance through website analysis

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Abstract: This paper develops a framework differentiating three dimensions in e-business: e-information, e-communication and e-workflow. The methodology employed (web content analysis on the company's website) allows evaluation of these e-business dimensions. The main research objective is directed to an examination of the relationship between e-business and firm performance. Additionally, differences in the adoption of e-business according to business size are evaluated. To achieve these objectives, a sample comprising 288 firms from the Region of Murcia, Spain was employed. The results show a positive relationship between e-business and firm performance. In contrast, the results confirm that e-business is not related to business size.

Keywords: e-business; websites; web content; technology adoption; firm performance.

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