
The e-business performance measurement in SMEs

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Abstract: The increasing adoption of internet technologies in the SMEs has produced remarkable interest in the quantification of the benefits of these technologies. Although a large number of Information Systems (ISs) performance measures can be found in the IS and e-business literature, what remains unclear in the literature is what measures are appropriate in a particular situation. This paper proposes a framework to help guide both scholars and practitioners in the process of developing and/or selecting performance measures to gauge the effectiveness of specific e-business initiatives in the SMEs. The proposed framework focuses on four dimensions: the technology, the unit of analysis, the business process and the evaluation of performance.

Keywords: e-business; performance measurement; Small and Medium-sized Enterprises; SMEs; internet; IS effectiveness; Information Systems; ISS; Information Technology; IT.

Reference to this paper should be made as follows: Soto-Acosta, P. (2008) 'The e-business performance measurement in SMEs', *Int. J. Enterprise Network Management*, Vol. 2, No. 3, pp.268–279.

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1 Introduction

The measurement of Information Systems (ISs) performance or effectiveness has been recognised as one of the most problematic challenges for researchers in the IS field and has raised much debate. IS effectiveness is defined as the extent to which an IS contributes to achieving organisational goals, for instance, its effect on organisational performance (Thong *et al.*, 1996). Although IS effectiveness is often used in relation to