

An Integrative Framework of E-Business Strategy Building Blocks for Knowledge Based and Intelligent Systems

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Abstract—The aim of this paper is to discuss and contrast concepts and frameworks for e-business strategies. A common integrative framework about e-business strategy building blocks is much needed in prior to formulate, implement and control of e-business strategies. It is much needed as “one cannot measure what one cannot define”. E-business has an interdisciplinary nature and so different scholars with different disciplines applying different views. So it is necessary to establish a cumulative research on the concept of e-business strategies and then classify them. By a comprehensive literature review, this paper outlines building blocks for e-business strategy in eight categories and then prioritizes them by Shannon entropy method. Results state that considering partners and customers in developing e-business strategies has high priority while little attention has been to trust issues. Results of this study can be applied to develop knowledge based and intelligent systems for e-business strategy formulation.

Keywords—component; critical issues, e-business, formulate, strategy

I. INTRODUCTION

The new paradigm is that every business must become an e-business or die a slow economic death [1]. E-business is of increasing importance to the economy. It enables revolutionary change in two ways: *process e-business*, managing the vital flows of information within industry supply chains and *transaction e-business*, selling products and services within industry (and government) or to consumers. It can result in reduced costs and the transformation of government, companies and markets as well as bringing new opportunities and capabilities to citizens. Although business to consumer transactions has received much publicity, these are only the tip of the iceberg. Typically, 80 to 90% of the real value and savings is tied up in business to business (B2B) transactions [2].

E-business strategy is an important subject area and several studies have emphasized the role of e-business strategy and planning in reducing the uncertainty associated with moving business operations to the internet [3]. Successful businesses will be those which establish a clear strategy, with full commitment from the top, and the harness new capabilities, necessary skills, to their specific business

strategies. The investments required in implementing an e-business strategy are important and require a robust infrastructure, modern applications and complex integration furthermore it will be considered managerial and organizational conditions. Understanding what these building blocks are and how they can address the enterprise business needs is critical for a successful enterprise venturing into e-business [4].

In this paper, critical issues in e-business strategies has been studied, because companies have not yet developed methodologies or models to create e-business strategy to support corporate strategies, or to monitor the success of an e-business strategy [5]. The first step in developing e-business strategy is determining critical issues or building blocks or constructs for e-business strategies, because organizations based on these building blocks can formulate, implement and control their e-business strategies comprehensively.

one of the first and most important tasks in science is classification, going back even to Empedocles' four basic elements of air, fire, earth, and water to Mendeleev's more common periodic table of the elements. E-business strategies research is certainly still in a relatively nascent state that could benefit from classification. Gradually the bits and pieces of e-business strategy concepts and solutions have emerged, and it is time to look for a framework for classifying those [6].

In order to devise an e-business strategy, this paper will provide companies with a competitive edge. Decision makers need to understand the multiple building blocks outlined in the paper, which will allow them to leverage their core competencies and synergistically fit within the goals of the enterprise. This paper provides an overview for developing a planning toolbox to assist in strategy formulation for e-business. The paper is organized as follows, in the second section, at first a multiple view approach to e-business strategy is discussed and then the building blocks for e-business strategy based on literature are reviewed. In third section, method of the content analysis in order to classify and priority building blocks is explained. Finally, suggestions and conclusions are expressed.