Developing an E-business Management System based on Success Factors Interrelationship

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Abstract

In past years, there have been a few efforts of studies focusing on E-business management for evaluating critical factors on the strategic management success of E-businesses. With this paper, we propose a developed system to categorize and prioritize the strategies of E-business managing. The developed system of this study uses balanced scorecard (BSC) to categorize the critical success factors (CSF) affecting the E-business management and the CSFs are ranked based on multi criteria decision making techniques, decision making trial and evaluation laboratory (DEMATEL) technique. The implementations of the developed system of this research are also applied for a real electronic business-world case study of E-publisher Company and the result is analysed under different strategy scenarios.

Keywords
BSC, E-business, CSF, DEMATEL, Strategic management