Validating technology-organization-environment (TOE) framework in web 2.0 adoption in supply chain management

Tarofder, A.K., Jawabri, A., Haque, A., Sherief, S.R.

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a Faculty of Business Management and Professional Studies, Management and Science University, Malaysia
b Al Khawarizmi International College, United Arab Emirates
c Department of Business Administration, International Islamic University, Malaysia

Abstract
The second stage of Internet revolution has started with Web 2.0, which allows users to generate and develop the content without code. Web 2.0 not only change the way individual use internet but also tremendously transformed business activities. The primary aims of this study are (a) to validate the TOE framework in understanding Web 2.0 adoption in an organizational context, and (b) measuring the importance of each variable from the different industry perspective. This study developed a conceptual model based on the Technology-Organize-Environment (TOE) framework. A Web-based structured questionnaire was developed to collect primary data. With three months effort, this study managed to get 205 respondents from Malaysian manufacturing and service industry. Multiple regression and Dominance analysis were applied to understand the effect of the TOE framework on Web 2.0 adoption and predicting the importance of each factor form different industries perspective respectively. Multiple regression results confirmed that all the factors are important for Web 2.0 adoption, however, the technological characteristic is the most important determinant for Web 2.0 adoption. Moreover, dominance analysis showed very interesting results that relative advantage is not important for the service industry but top management support is the utmost importance. Similarly, results also indicated that top management support plays important role in Web 2.0 adoption for the fewer experience companies pertaining to internet usage. This study is one of the very few that provides insightful information regarding the effect of the TOE on Web 2.0 adoption in the supply chain management system. This study would be the guideline for the managers of both the manufacturing and service industry in order to implement the Web 2.0 in their supply chain system. © 2019 KIIE

Author Keywords
Adoption; Competitive Pressure; Perceived Ease of Use; Perceived Usefulness; TOE Framework; Web 2.0

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Correspondence Address
Tarofder A.K.; Faculty of Business Management and Professional Studies, Management and Science UniversityMalaysia;
email: arun_kumar@msu.edu.my

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Supply chain managers adopt and integrate innovative new structures, practices, and technologies and diffuse them in areas of responsibility throughout their organizations. The relationship and importance of CRM to supply chain management is clearly documented in supply chain literature. Kleindorfer and Saad [43] suggest the CRM module in ERP systems is a critical element of a supply chain network. Hypothesis H1b: The user’s perception regarding ease of use will affect the adoption of CRM in supply chain organizations. Validating questions in the survey were used to confirm the strategic importance of supply chain management and the use of information systems to support specific supply chain activities within the sample organization. The Technology Organisation Environment (TOE) framework, has been studied. DOI: 10.4236/ojbm.2019.72023 Feb. 2, 2019. 1) To what extent the effect of TOE model on the IFR adoption in Libyan financial institutions? 2) Is there any other factors can add value to the original TOE model? To answer these questions, a theoretical model has been developed based on the TOE model. Figure 1 depicts this model. International Journal of Supply Chain Management, 4. [6] Mohammed Sarea, A. (2016) Determinations of Internet Financial Reporting: Evidence from Bahrain Bourse. Jordan Journal of Business Administration, 12. green supply chains, the TOE framework, and theories concerning technological, organizational, and... All three innovation adoption theories have been validated by a large number of studies in both organizational and individual settings [44–46]. FactoTrasb le 1. Green Supply Chain Adoption CoDnseidiaeritraitoionns Factors.