
E-business Performance Measurement: A User-level Approach

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EXECUTIVE SUMMARY

A sample of Portuguese executives and sixty three performance measures were used to study issues related to the utilization of e-business. In the process, cluster analysis, ANOVA, and Gap analysis procedures were used analyze the data. Overall, the results of this study point to a common pattern of performance preferences in B2C and B2B contexts. The findings of this research can be very useful to the design, adoption, and utilization of performance measurement systems of business organizations in e-business markets. Executives of these business organizations are advised to pay close attention to the environmental variables which may influence their targeted markets.

Keywords: Performance measurement, E-business, E-satisfaction