Examining e-business impact on firm performance through website analysis

Angel L. Meroño-Cerdan and Pedro Soto-Acosta*

Departamento de Organización de Empresas y Finanzas
Universidad de Murcia, Campus de Espinardo
30.100 Murcia, Spain
E-mail: angelmer@um.es
E-mail: psoto@um.es
*Corresponding author

Abstract: This paper develops a framework differentiating three dimensions in e-business: e-information, e-communication and e-workflow. The methodology employed (web content analysis on the company’s website) allows evaluation of these e-business dimensions. The main research objective is directed to an examination of the relationship between e-business and firm performance. Additionally, differences in the adoption of e-business according to business size are evaluated. To achieve these objectives, a sample comprising 288 firms from the Region of Murcia, Spain was employed. The results show a positive relationship between e-business and firm performance. In contrast, the results confirm that e-business is not related to business size.

Keywords: e-business; websites; web content; technology adoption; firm performance.


Biographical notes: Angel L. Meroño-Cerdan is Associate Professor of Management at the University of Murcia in Spain. He holds a Master’s in Business and Foreign Trade and a PhD in Business Administration (University of Murcia, Spain). His teaching and research are related to information systems, knowledge management and e-business. He has published in journals such as the International Journal of Information Management and Universia Business Review.

Pedro Soto-Acosta is Assistant Professor and PhD candidate in the Department of Management at the University of Murcia, Spain. He holds a Master’s in Technology Management and a BA in Business Administration from the University of Murcia, as well as a BA in Accounting and Finance from Manchester Metropolitan University, UK. His research interests are in the areas of information systems and e-business.

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