

Western Australia

Edith Cowan University

DP0881493 Prof C Standing; Prof PE Love; Prof Z Irani

Approved Project Title **Strategic evaluation model for business-to-business electronic marketplace participation**

2008 : \$ 69,785

2009 : \$ 65,305

2010 : \$ 67,503

Primary RFCD 2801 INFORMATION SYSTEMS

Administering Organisation Edith Cowan University

Project Summary

Striving to become a knowledge-based nation is dependent upon the effective adoption, diffusion and implementation of ICT throughout the business community. The developing world markets, brought about by e-commerce and the increased ability to trade globally facilitated by e-markets, have created significant opportunities for Australian organisations. This research will produce a dynamic model that can be used to not only evaluate e-marketplace participation but a wide range of Internet applications. The research will provide Australian managers with the foundation of knowledge needed to guide and support their decision-making when implementing new technology.