Week 7: Measures for Electronic Commerce

Measuring Switching Costs and the Determinants of Customer Retention in Internet-Enabled Businesses: A Study of the Online Brokerage Industry
By Pei-Yu Chen and Lorin M. Hitt

Discussion Question:

Are the findings of this study consistent with your own experience with online brokerage firms? If you are the CEO of an online brokerage firm, how will you translate the findings of this study into operative strategies? Do you think the findings of this study can be applied to other Internet-enabled businesses besides online brokerage firms? Why and why not?

E-Commerce Metrics for Net-Enhanced Organizations: Assessing the Value of E-Commerce to Firm Performance in the Manufacturing Sector
By Kevin Zhu and Kenneth L. Kraemer

Discussion Question:

Can the e-commerce capability metrics used in this study be used in your organization to measure its e-commerce capability? If not, what other variables should be included in the metrics? What is the role of resource complementarity for the business value of e-commerce?