

**CRITICAL FACTORS OF B2B
E-MARKETPLACES AMONG SMEs: THE CASE
OF AGRIBAZAAR.COM.MY**



**RESEARCH MANAGEMENT INSTITUTE (RMI)
UNIVERSITI TEKNOLOGI MARA
40450 SHAH ALAM, SELANGOR
MALAYSIA**

BY:

**ZAZALEENA BINTI ZAKARIAH
NURSYAHIDAH BINTI ALIAS
MOHD NORAFIZAL BIN ABD AZIZ**

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Pn Zazaleena Zakariah
Fakulti Sains Komputer dan Matematik
Universiti Teknologi MARA Cawangan Pahang
26400 Bandar Jengka
Pahang

Y. Brs. Profesor/Tuan/Puan

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3. Bagi pihak Universiti kami mengucapkan tahniah kepada Y. Brs. Profesor/tuan/puan kerana kejayaan ini dan seterusnya diharapkan berjaya menyiapkan projek ini dengan cemerlang.

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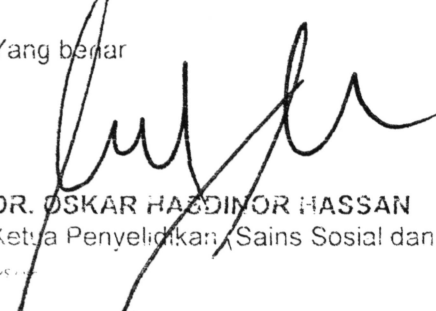
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Sekian harap maklum.

"SELAMAT MENJALANKAN PENYELIDIKAN DENGAN JAYANYA"

Yang benar


DR. OSKAR HADDINOR HASSAN
Ketua Penyelidikan (Sains Sosial dan Pengurusan)

5. Report

5.1 Proposed Executive Summary

Electronic marketplaces (e-marketplaces) are new business venues for buying, selling, and supporting customers, products, and services in many industries. The emergence of business-to-business (B2B) e-marketplaces has opened up opportunities for efficient online transactions between companies. Today, many e-marketplaces are still struggling to survive and are trying to understand the characteristics and strategies for becoming successful. This study focuses on B2B e-marketplaces among small and medium enterprises (SMEs) in Malaysia for two key reasons. First, they are important to economic development in developing countries and the second reason to focus on SME's is that they are in a very good position to adapt to new technology as they may be able to adapt faster than larger companies that can be slowed by bureaucracy and stricter staffing hierarchies. As this study is focusing on B2B e-marketplaces among SMEs, AgriBazaar which is a well known e-marketplace for agriculture industries has been chosen. AgriBazaar is a program that has been jointly undertaken by MIMOS Bhd and the Agriculture Department which is focusing on bridging the digital divides, enhancing productivity and competitiveness in the agriculture sector.

5.2Introduction

(Kapurubandara M, et al 2006) has stated that the adoption level of B2B e-marketplaces among SMEs in Malaysia is low. The integration of SMEs in Malaysia into existing B2B value chains are believed to be so far behind expectations. Technologies and approaches in the field of e-commerce are not mature enough in order to allow for their broad successful commercial applications especially to SMEs. Even though there is now an interesting and growing number of studies addressing B2B e-commerce adoption within the specific context of SMEs (for example (Premkumar & Roberts (1999), Beal, T. & Abdullah M.A. (2002), little research has been conducted in developing countries, especially Malaysia. Thus, this study seeks to fill this gap to help understand the factors that hinder the adoption of ICT and e-commerce by SMEs in their trading transaction, and to explore how best they can be overcome. Furthermore, the finding can be used to identify the critical factors in ensuring B2B e-marketplaces success. Hence, help to further understand the slow adoption lagging of B2B e-marketplaces based on Malaysia phenomena. A qualitative research approach will be used to investigate AgriBaazar (represent B2B e-marketplace provider) and 8 SMEs companies. Findings from this study will indicate the success and/or the failure factors of B2B e-marketplaces in Malaysia scenario. Concerning the importance of critical factors guidelines on the success and/or failure of B2B e-marketplaces, this study will develop guidelines that suit for Malaysia B2B e-marketplaces scenario which can be used by SMEs in Malaysia in the process of adopting B2B e-marketplaces.

The practical implication and contribution of this study to the body of knowledge comes from the survey and findings of the study. B2B e-marketplaces' player in Malaysia have started to take initiatives to understand their users as far as their perceptions, attitudes and habits are concerned. This study will identify the critical factors which include critical success factors and critical failure factors of B2B e-marketplaces. This study will also show how e-marketplaces provider manages their critical factors including critical success factors and critical failure factors when adopting B2B e-marketplaces. The