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Identifying the Service Quality for B2B Cross-Border E-Commerce

Emergent Research Forum (ERF)

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Abstract

The global cross-border e-commerce (CBEC) transactions is experiencing a fast development in recent years. However, the academic research is still rare. In addition, service quality of the CBEC platforms have been identified as the important factors of the success of CBEC but there is a lack of empirical work to identify the service quality of the business to business (B2B) CBEC platforms are rare. To fulfill this gap, this study intends to identify the critical service quality of the B2B CBEC platform. Based on the service quality model, we will identify the critical service quality of the B2B CBEC platform. We will conduct a modified Delphi method to collect data with the experts and suppliers in the platform. Our research findings will contribute to the academia by creating a service quality model of B2B CBEC platform. The results will provide practical insights for the platform design of B2B CBEC platform.

Keywords

B2B cross-broader EC, e-commerce platform, service quality, Kano model.

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