

The impact of the adoption of e-commerce managers of industrial cooperatives (Case Study Guilan Province)

Hassan Esmailzadeh*,

Abstract The aim of this study was to evaluate the effect of the adoption of e-commerce managers of industrial cooperatives active in the field of Guilan province. Also, the effect of such variables (age and size), as well as variables in the adoption of information technology has been studied in this research. The population in this study consisted of all active industrial cooperatives in the province of Gilan in 1395, (N = 406), the company To calculate the sample size in this study Cochran with regard to the limitation of the research. The formula for population above the minimum sample size is (n = 230) companies. Because in most social studies less than the number of returned questionnaires distributed, Therefore, to achieve the minimum required sample size in this study sample of 230 questionnaires were considered. The number of multistage stratified sampling method was ed. In this study, "Impact of the Adoption of e-commerce IT managers in industrial cooperatives Gilan" standard questionnaire was used. The questionnaire included 20 questions (items), to analyze the variables knowledge of IT managers, perceived ease of use, perceived usefulness, attitude towards the use of EC, actual use of the EC, was developed. . Analysis of data using software SPSS24 and PLS Graphing, descriptive and inferential statistics were conducted at two levels. The analysis of factors associated with research components, as amended models, indicated that the proposed model, IT managers a tool to assess the effect of the adoption of e-commerce in industrial cooperatives are active areas of Gilan province.

Keywords : Keywords: Information technology, e-commerce adoption, industrial cooperatives.

