
The relationship between capabilities and business efficiency on performance development in the e-commerce sector between firms (Case Study: Pharmacy Distribution Service in Guilan Province)

Nima Javidi*,

Abstract The subject of e-commerce is one of the major issues in business and business, which is remarkable for its major benefits. In this regard, paying attention to some of the elements can lead to increased e-commerce performance. The link between capabilities and business performance is on the development of performance in the e-commerce segment between the firm. The population of the research is the drug companies in Guilan province, Guilan province, which is based on the statistics of 120 companies. The managers of these companies were surveyed in a sample of 120 people who were estimated based on the census method. Data gathering tool was a standard questionnaire. Its reliability was estimated by Cronbach's alpha and composite reliability higher than 0.7. Validity was confirmed by convergent and divergent validity method. In order to analyze information and test hypotheses, SMART PLS2 software and structural equation modeling based on partial least squares approach were used. The research findings showed that e-commerce capabilities have a positive and significant effect on business efficiency. Also, business efficiency has a positive and significant effect on e-commerce performance. Finally, the positive and significant impact of e-commerce capabilities on e-business performance has also been confirmed.

Keywords : Keywords: e-commerce capabilities, business efficiency, e-commerce performance

