B2B E-Marketing Critical Success Factors (B2B-Em-CSFs) and E-Business Performance: The Moderating Role of Senior Management Support and Government Commitment

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Business-To-Business electronic Marketplace (B2B e-Marketplace) is an electronic platform for buyers and sellers that provide a new dimension in facilitating the marketers to work more effectively when making critical marketing decisions. However, Small to Medium Sized Enterprises (SMEs) especially in the Asian B2B marketplace who are keen to compete in the electronic environment remain concerned about how their businesses can benefit from the B2B e-Marketplace. This study is intended to; critically explore B2B e-Marketing Critical Success Factors (B2B-eM-CSFs) for SMEs operating in the Asian B2B marketplace, evaluate the findings, and use the generated CSFs to propose a framework to assist in the marketing management for B2B firms. In addition, how senior management support and government commitment influence the relationship of B2B-eM-CSFs and a firm’s e-Business performance are still underdeveloped in the field. This study focuses on the SMEs operating in a number of Asian economies, specifically in China, Malaysia, Philippines, Singapore, Thailand and India. A key finding is the development of a theoretical framework for SMEs, emerging from the analysis of 406 companies from various industrial sectors. This study shows that interaction with the B2B-e-M-CSFs is an important dimension and has a positive and significant impact for e-Business efficiency and marketing improvement for the Asian SMEs. The findings also indicated that senior management support and government commitment is positively moderate the relationship.


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