e-Business Value Creation: An Exploratory Study

Abstract

Value creation is one of the most important issues in formulating e-business strategies. Value is a construct that is hard to define and even harder to model and understand. This paper provides a framework of theoretical analysis that helps the scholars to think about the concept of value creation in the new digital economy. Researchers and practitioners are struggling to identify factors that contribute in creating e-business value. This paper also evaluates these factors with a focus on value creation from adopting e-business in the firms. The presented evaluation is mined from the literatures and from our own experience in e-business strategies. The paper provides a theoretical survey for exploring the common ground between factors that create such a value. The introduced survey covers perspectives, definition, sources and drivers of e-business value creation.

Keywords: e-business, e-business value, value creation, value sources/drivers, e-business model, value appropriation, value chain.