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## **E-BUSINESS USAGE AND BUSINESS PERFORMANCE: DEVELOPMENT OF MULTIDIMENSIONAL E-VALUE MODEL**

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### **Abstract**

The study aims to develop a multidimensional theoretical model which explains factors (categorised under technological, organisational and environmental constructs) that influence E-business usage; how level of E-business usage could influence business performance as well as whether E-business experience could moderate the “usage-performance relationship. Concerning more on the adoption and post-adoption stages regarding drivers of E-business usage and value creations, this paper constructs a model in attempts to close the knowledge gaps found in prior studies. From literature review, theories relating with E-business innovation and diffusion, also value creation were examined to identify knowledge gaps within previous measurements of business performance. A multidimensional E-value model was then developed by innovating three theories and model, i.e., the TOE model (Tornatzky & Fleischer, 1990), the RBV theory and the Balanced Scorecard (Kaplan & Norton, 1992).

**Keywords:** E-business Acceptance, Business Performance, Value Creation.

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