

The Influence of the Internet in the B2B Marketplace for IT organizations in India

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Abstract

"The Indian B2B marketplace in the Information Technology sector is going through a transformation. Both existing and new players are experimenting with new purchasing solutions through the Internet as they lack a seamless flow of information among customers, suppliers and their employees.

Further, the Internet has far outpaced traditional procurement channels and increasing globalization, as well as competition for perfection heightens the importance of the influence of the Internet in the B2B marketplace for IT organizations in India. This exploratory research paper focuses on the Indian IT sector, B2B Buyer Behaviour and e-Procurement along with Buying Process, Buying Centre, Influential Factors, organizational forces, Buying Centre Members, e-Procurement Success Factors and many other e-Procurement features."

Key Words : B2B marketplace, B2B buyer behavior, e-Procurement, Buying process, Buying centre, Influential factors, Success factors.

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