An Empirical Study of Critical Success Factors for Business Appmications of Intranet

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ABSTRACT

The applications of information technology are receiving more and more attention in a wide range of businesses. Right after the Internet became a new channel for commerce, its applications within the boundary of an organization intranet are bringing significant benefits related to the enhancement of competitiveness. A growing number of businesses are now found to be in various stages of implementation of intranet. With the limitation of available resource, businesses must have a good grasp of critical success factors to receive expect ed benefits from this new tool. Based on the related literature and expert opinions, this study developed a conceptual framework made up fifteen success factors divided into four dimensions. It also identified seven success measures for success of intranet applications. The information system departments in sample companies drawn from 1000 large manufacturers, 500 large service sector, and 100 large financial institutions received our questionnaire. The ones with intranet applications in their companies were requested to respond to the survey. The data gathered by this study were analyzed first with correlation and then with stepwise regression analysis techniques. Six factors were discoveredto be significant in determining success of intranet applications, including the capability and the attitude of the organization toward information technology, assistance provided to employee in using the technology, alignmentof intranet application with the characteristics of business, specification offunctional and system requirements, support from top management, tools for webapplications development and maintenance. Some implications and suggestions for further research were presented in the conclusion. Keywords : Intranet, Internet, Critical Success Factor

Keywords :   ;   ;

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