

TABLE 8
BEHAVIOR VARIABLES AND INDICATORS
Adoption of Electronic Commerce

<u>VARIABLE</u>	<u>ALPHA</u>	<u>INDICATOR</u>	<u>DESCRIPTION</u>
ECADOPT	0.81	EARLYADOPT2 ECDOCS2 INTEGRATION INTERNET	Year of initial adoption of EDI Number of EDI document types Extent to which EDI is integrated with internal systems Extent of Internet usage
ECPRIORITY	0.76	PRIORITYACT STRATADVANTAGE STRATNECESSITY	Extent to which EC is seen as a priority activity Extent to which EC is seen as a strategic advantage Extent to which EC is seen as a strategic necessity
IMPLEMENT	0.93	WORKPRACTICES POLICIES PERFORMGOALS REWARDS FORMALTRAIN ORGCULTURE DECISIONPROCESS FORMALCOMM ACTIONPLAN	Extent of changes made to work practices Extent of use of policies and procedures Extent of usage of performance standards/goals Extent appropriate rewards were established Extent formal training sessions were used Extent changes to organizational culture were considered Extent information/decision processes were considered Extent of use of formal communications channels Extent of use of formal action plan