

INTER- AND INTRA-FIRM DIFFUSION OF WEBSITES/E-BUSINESS IN TUNISIAN FIRMS

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Abstract

This study investigates the extent and drivers of e-business diffusion in Tunisian firms using survey data, we conducted over the period 2010-2011. Based on economic theory of technology diffusion, we estimated the rank, stock, order and epidemic effects as well as the e-business costs on the inter-and intra-firm diffusion of Website-based e-business (adoption of Website, intensity of Website use and frequency of Website updating). Descriptive analyses show that most Tunisian firms are still in the early stages of e-business. Econometric estimates find that both inter- and intra-firm diffusion are positively influenced by the information spillovers and the network effects. However, with regard to the rank effects and e-business costs, the determinants factors of inter- and intra-firm diffusion of e-business are different. Besides, the drivers of intra-firm diffusion of e-business (intensity of Website use vs. frequency of Website updating) are not the same.

Keywords: Websites/e-business diffusion, Inter-firm diffusion, Intra-firm diffusion, Tunisia.

JEL classifications: L21; O31; 033