

5. MEASURING THE BENEFITS OF eBUSINESS

1. Does your firm have performance metrics in place to measure the success of its eBusiness strategy?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

2. Does your firm evaluate the success of new eBusiness applications on a project-by-project basis?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

3. If you answered yes to Question 2, which of the following performance measures does your company use to evaluate the development, deployment and implementation of individual e-business initiatives?

<i>Individual Project Performance Measures</i>	
Delivered on Time	<input type="checkbox"/>
Delivered on Budget	<input type="checkbox"/>
Number of Users	<input type="checkbox"/>
Customer satisfaction	<input type="checkbox"/>
Direct Cost Savings	<input type="checkbox"/>
Return on Investment	<input type="checkbox"/>
Other: -----	<input type="checkbox"/>

4. If you answered yes to Question 1, which of the following performance measures does your company use to evaluate the success of your e-business strategy?

<i>Overall eBusiness Performance Measures</i>	
Revenue impact	<input type="checkbox"/>
Cost savings	<input type="checkbox"/>
Profitability Impact	<input type="checkbox"/>
Return on Investment (ROI)	<input type="checkbox"/>
Market share	<input type="checkbox"/>
<i>Employee productivity:</i>	
Sales staff	<input type="checkbox"/>
Technical staff	<input type="checkbox"/>
<i>Time to market:</i>	
Equipment utilization/uptime	<input type="checkbox"/>
Customer production ramp	<input type="checkbox"/>
Product development cycles	<input type="checkbox"/>
Process development cycles	<input type="checkbox"/>
Customer satisfaction	<input type="checkbox"/>
<i>Inventory</i>	
Control	<input type="checkbox"/>
Turns	<input type="checkbox"/>
Other: -----	<input type="checkbox"/>

5. During the past 12 months, the adoption by your firm of eBusiness has affected financial performance as follows:

	Disagree ← → Agree						
a. Reduced firm operating costs	1	2	3	4	5	6	7
b. Increased firm operating costs	1	2	3	4	5	6	7
c. Reduced firm operating margins	1	2	3	4	5	6	7
d. Increased firm operating margins	1	2	3	4	5	6	7
e. Other	1	2	3	4	5	6	7

6. During the past 12 months, the adoption by your firm of eBusiness has affected employment as follows:

	Disagree ← → Agree						
a. More jobs created in or near corporate headquarters	1	2	3	4	5	6	7
b. Overall corporate employment has declined	1	2	3	4	5	6	7
c. Overall corporate employment has increased	1	2	3	4	5	6	7
d. Jobs have moved away from corporate HQ but have remained in-country	1	2	3	4	5	6	7
e. Jobs have moved away from corporate HQ and out of the HQ country	1	2	3	4	5	6	7
f. Jobs created have had higher skill requirements	1	2	3	4	5	6	7
g. Jobs created have had lower skill requirements	1	2	3	4	5	6	7
h. Other:	1	2	3	4	5	6	7