

Assessing the Benefit B2B E-Commerce Consulting Platform to Increasing SME Competitive Advantage

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Abstract

Small and medium enterprises have become one of the pillars of the national economy. In order to continue to maintain their existence and competitiveness in the market, SMEs need to improve their competitive advantage continuously. One of the efforts that can be done is to expand the business network through business-to-business electronic commerce (B2B e-commerce). Unfortunately, not all SMEs can do this independently. This study aims to determine the benefits of an e-commerce consulting platform in increasing the competitive advantage possessed by SMEs. The research method used in this research is qualitative. This research was conducted by tracing several previous studies that discussed similar matters. The results of this study indicate that an e-commerce consulting platform can help SMEs gain an advantage to survive in a competitive market.

Keywords:

B2B, E-commerce, SME, Competitive Advantage