

UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION

EDI – A SURVIVAL GUIDE FOR BUSINESS
CASE STUDY OF MACAU

**Thesis presented to the
Faculty of Business
Administration,
University of Macau
for the granting of the
MBA degree in
Marketing and
Strategic Management.**

Lao, Wun Lei, Rebecca

TABLE OF CONTENTS

CHAPTER 1 INTRODUCTION	1
THE IT ERA.....	1
ELECTRONIC COMMERCE	2
OBJECTIVES	4
SCOPE OF THE STUDY	5
LIMITATIONS	5
THESIS ORGANIZATION	7
CHAPTER 2 LITERATURE REVIEW & ASIAN CASES.....	9
WHAT IS IT?	9
WHAT IS EC?.....	10
WHAT IS EDI?	11
BASIC COMPONENTS OF EDI	14
<i>EDI standards</i>	14
<i>Hardware consideration</i>	14
<i>Software consideration</i>	15
<i>Communication Network options</i>	15
EDI SERVICES IN NEIGHBORING COUNTRIES	16
<i>Hong Kong</i>	16
<i>The Philippines</i>	19
<i>Singapore</i>	20
OVERVIEW OF ASSESSMENT METHODS.....	22
THEORETICAL MODEL FOR UNDERSTANDING EDI USE	24
<i>The Context</i>	27
<i>Causal Conditions</i>	29
<i>Phenomenon (EDI Use)</i>	31
<i>Strategies</i>	31
<i>Consequences</i>	34
BUSINESS VALUES OF EDI	38
<i>EDI benefits & barriers in business cases</i>	40
CHAPTER 3 METHODOLOGY	44
DATA COLLECTION METHODS	44
<i>Fact-to-face interviews</i>	44

<i>Questionnaires</i>	45
CONCEPTUAL FRAMEWORK AND ANALYTICAL METHOD	47
CHAPTER 4 BACKGROUND INFORMATION OF THE SUBJECT	48
EDI PILOT PROJECT IN MACAU	48
<i>Goals of The Pilot Project</i>	49
<i>Participants</i>	50
CHAPTER 5 DATA ANALYSIS	52
THE THEORETICAL MODEL OF EDI IN MACAU	52
<i>The Context</i>	52
<i>Causal Conditions</i>	56
<i>Phenomenon (EDI Use)</i>	59
<i>Strategies</i>	64
<i>Consequences</i>	66
SURVEY FINDINGS	76
<i>Incorporating research findings into the EDI model</i>	76
<i>Company Information</i>	77
EDI MEANING AND AWARENESS	81
EARLY ADOPTERS	83
CONCERNS IN CHANGING TO EDI.....	86
<i>Perceived Consequences of Not Implementing EDI</i>	86
<i>Concerns</i>	88
PRICING.....	92
EDI SERVICE EXPECTATIONS	96
CHAPTER 6 CONCLUSION AND RECOMMENDATIONS.....	99
THEORETICAL EDI MODEL OF MACAU	100
<i>The Context</i>	100
<i>Causal Conditions</i>	101
<i>Phenomenon</i>	102
<i>Strategies</i>	102
<i>Consequences</i>	102
RECOMMENDATIONS	103
REFERENCES.....	106
APPENDIX	118