

# **The Relationship between Social Networks and E-commerce Implementation in the Small Business: The Case Study from Taiwan**

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In the perspective of resource-based view, resource portfolio could be considered as a crucial factor for business competition. Due to the specific characteristics of SMEs, e-commerce and social networks could be concerned as two main resources to enhance competitive capability. Thus, this study employs the insights of BarNir and Smith (2002) to explore the owner social networks. Moreover, this study also introduces SBEAM (Small Business EDI Adoption Model) from Iacovou et al. (1995) to explore the e-commerce implementation. Then, this study conducts the exploratory case study to investigate the relationship between owner social networks and e-commerce implementation in the small business context.

Keywords: social networks, e-commerce, case study

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