THE USE OF INTERNET FOR BUSINESS: OPPORTUNITIES AND CHALLENGES

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ABSTRACT

The Internet in recent years has gained huge popularity among the business throughout the world. However, the use of Internet by the Malaysia business is still at the early stage. Therefore, this paper intends to investigate how the business in Malaysia used Internet and what factors and barriers that influenced their decisions in using Internet. Firstly, the business processes in which Internet was used were identified and the findings showed that most organisations use Internet for communication and information sharing, marketing and advertising, customer service and support, market research and information gathering, and to a lesser degree, electronic commerce. Secondly, the perceptions of the organisations towards Internet was found to be highly positive and this has contributed significantly in motivating the organisations to use Internet. Other influencing factors include firm size, export orientation, target customers, availability of in-house development team, and ownership. Thirdly, the problems and concerns faced by the organisations were investigated and they include cost, security, potential, application difficulties, infrastructure, marketing and service and support. The findings showed that Malaysian business has yet to capitalise the opportunities provided by the Internet. However, they are aware of its benefits and has indicated interest in adopting and using more Internet in the near future