



Contribution ID: 20

Type: Abstract for Research Paper

Adoption of e-business as a source of Competitive Advantage A case of Private health facilities in ASAL region, Kenya

ABSTRACT

Businesses have experienced adjustments or even disruptions in their operations as a result of the novel viral outbreak. The effects of the pandemic on the private health sector business is so severe that some businesses have laid off workers, others have put workers on halve pay or even on unpaid leave. All this is because of affected revenue streams. According to the 21st volume of Africa's Pulse, the World Bank's biannual analysis of the financial, macroeconomic and welfare outlooks for Sub-Saharan Africa, the pandemic has sparked the region's first recession in 25 years, with economic growth projected to decline from 2.4% in 2019 to between -2.1 to -5.1%. Kenyan GDP growth is expected to decline to 1.0% according to AU reports, 2020. To stay afloat, firms have transitioned to electronic trade that eased means of doing business. This study mainly assesses adoption of e-business by the private health facilities in ASAL region of Kenya for a competitive advantage. The study sought to know the contribution of e-procurement, e-health and e-learning to competitive advantage in Healthcare facilities. The resource-based view, the market-based view and Porter's Generic Competitive Strategies model provided more insights into the strategies and development of e-business through an in-depth study of health industry. A case study approach for descriptive design was useful in generating accurate insights from the phenomenon under study. Secondary data sourced from Governmental reports, NGOs journals and past research. The integration of e-business solutions into the usual business processes can improve all activities across the value chain. The researcher used STATA for data analysis with the presentation being on table and charts.

Keywords: e-business, e-procurement, telemedicine, e-learning, competitive advantage

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Track Classification: Management science, Strategic Management, Procurement