

Developing Framework for better implementation of Corporate Governance Mechanism in E-Business Organisation in India

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Abstract

Corporate Governance (CG) has attracted the attention of Indian academia for two decades. E-Business is on a roll in India since the pandemic began. Several recent issues have highlighted the CG lapses in such business. In light of this, the study identifies several factors through content analysis of literature and proposes a framework for enhancing CG performance. The study retrieves data from the Web of Science (WoS) database for identifying the factors. The relationship between the factors is analyzed through the MICMAC and Interpretive Structural Modeling (ISM) technique. The findings reveal that improving global image and the presence of independent directors are the main reasons a company adopts CG. These two objectives are driven by enhanced CG standards due to globalization and increased political pressure on the organization. Study proposes a framework for improving CG performance, offers managerial implications and sets agendas for future research.

JEL Code : G3, G34, C6

Keywords : Corporate Governance; ISM; E-business; MICMAC; India

I. Introduction to the study

E-BUSINESS AND its importance since the pandemic began has been felt across the globe. E-business is defined as a business that engages in the conduct of business activities using the computer allied network. It indulges in processes such as sharing information and products or services with customers, suppliers, and other stakeholders using the electronic medium (Brzozowska and Bubel, 2015). Since these e-businesses have tremendous capabilities in promoting economic development, there is a need to foster an environment that helps them in conducive development. Still, these e-

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their results. An e-business organization can check on their existing CG framework and how it is helping them in achieving their mission by placing their specific motivation factor into the model and determining the links. Thus, this flexible model also allows future researchers to add to the model by identifying further factors and studying only the new relationships. Despite the limitation, we believe that the study will make a useful contribution to the study of corporate governance and e-business.

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