



Exploring e-Business Potentials for the Electricity Industry using Qualitative Methodology

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This paper describes the various steps followed in this study and provides justification for the appropriateness of the methodology used, the suitability of data collection instruments and the rigour of checks and balances applied throughout the research. Based on the issues and questions being investigated, which involves e-Business as a new organisational phenomenon, this research has adopted a mainly qualitative research method focusing on a case study approach. For this study, in which the objective is to look at e-Business strategy for the electricity utilities in more depth, case-based research involving qualitative data collection and analysis was felt to be the most appropriate methodology to use and further justification for this choice is discussed in the this paper.

Keyword: e-Business, electricity industry, qualitative research, case study