Research on Continuous Use of B2B Platform in Chinese Intelligent Engineering Companies Based on the Theory of Resource Complementary

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二. 成果简介：

What factors affect the continuous use of B2B platforms by intelligent engineering companies is an important issue. Based on the theory of resource complementarity, a model of influencing factors for intelligent engineering companies to continue using the B2B platform is constructed, and four influencing factors including the complementary resources given by the platform, the complementary resources given by the company, interaction quality, and exploration and exploitation capability are analyzed. We use Smart PLS 3.0 to analyze 217 survey data, and give some advises to the intelligent engineering B2B platforms and companies.

三. 主要研究内容及创新点：

This study draws on research results in relevant fields in China and abroad, and studies the factors that influence the continuous use of B2B platforms by intelligent engineering companies through empirical and theoretical aspects. Based on the theory of resource complementarity, a research model of factors affecting the continued use of B2B platforms by intelligent engineering companies was constructed and the model was verified. The theory of resource complementarity has been used to explore the relationship between ERP and e-commerce and company performance, but rarely used to analyze companies' continuous use of B2B e-commerce platforms. B2B platforms and companies maximize the utility of resources by complementing each other's resources, which not only promotes the development of each other, but also brings higher benefits to themselves. Therefore, this study applies the theory of resource complementarity to explore the factors that affect the intention of intelligent engineering companies' continuous use of B2B e-commerce platforms. The research hypothesis model of this study is shown in Figure 1, and the empirical analysis results are shown in Figure 2.

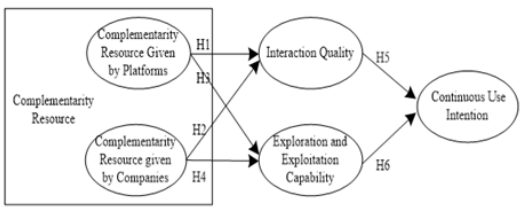
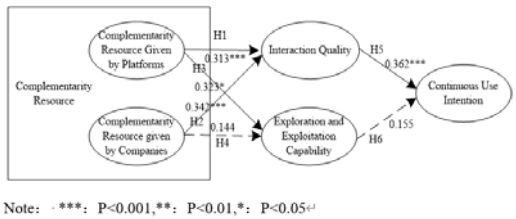


Figure 1. Research model



Note：***：P<0.001,**：P<0.01,*：P<0.05

Figure 2. The structural model testing results

Conclusion：First, the platform should guarantee the stability of the security payment venues. Second, the supplier companies that settle on the platform should focus on improving the quality of their products or services. Third, the platform and companies should strengthen communication and exchanges to realize information sharing.

四. 主要研究成果及应用情况

在武汉电子商务国际会议发表论文 1 篇，预计 2021 年 12 月被 CPCI-SSH 收录。

智能工程 B2B 平台评价模型论文一篇，投稿中。

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