

**THE IMPACTS OF E-BUSINESS, E-NEGOTIATIONS AND TRUST
BUILDING ON E-AGRIBUSINESS PERFORMANCE**

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UNIVERSITI UTARA MALAYSIA

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**THE IMPACTS OF E-BUSINESS, E-NEGOTIATIONS AND TRUST
BUILDING ON E-AGRIBUSINESS PERFORMANCE**

**A Thesis submitted to the Faculty of Business Management
In partial fulfillment of the requirement for the degree
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2007



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ABSTRACT

The topic of this paper is “The impacts of e-business, e-negotiation and trust building on e-agribusiness performance”. The main purpose of this study are to investigate the factors affecting the e-business and e-agribusiness performance, to investigate the influence of e-negotiations in improving e-agribusiness performance, to investigate the factor of trust that can influence the e-agribusiness performance and to determine the interaction of e-business, e-negotiation, and trust building in e-agribusiness performance. This study was conducted among fifty Master of Business Administration (MBA) students in University Utara Malaysia only. The finding obtained from this study indicated that there was a significant (2 tailed significant) relationship between independent variables (e-business, e-negotiation, and trust building) and dependent variable (e-agribusiness performance). In sum, the result obtained from this study indicated that four hypotheses tested in this study were accepted.

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CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

Agribusiness is define as the process of producing food, feed, fiber and other desired products by the cultivation of certain plants plus the raising of domesticated animals (livestock). The practice of farming is also known as farming, while scientists, inventors and others devoted to improve agriculture methods as well as implementing are also said to be engaged in farming (Papandrea & Margo, 2000).

Humans in many different areas of the earth took up farming, set against the 500,000 year age span of modern humans, a very short time. This is the most convincing evidence that global climate change, and the resultant adaptations by vegetation, were the cause of the beginning of agriculture (Papandrea & Margo, 2000).

The practice of agribusiness first began around 8000 BC in the Fertile Crescent of Mesopotamia (part of present day Iraq, Turkey, Syria and Jordan which was then greener). This region was home to the greatest diversity of annual plants and according to one study there are thirty two of the fifty six largest grass seeds (Johnson, 2000).

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