

عنوان مقاله:

Systematic Mapping on Research Methodology in the Field of E-commerce

محل انتشار:

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خلاصه مقاله:

The importance of Methodology Researches in the field of e-commerce is related to the science generation practices and to understand the logic of problem solving in this area. In every scientific discipline, this type of research is critical for the scientific community. The aim of this paper was to review articles that have been published in three Journals of Electronic Commerce from ۲۰۰۹ to ۲۰۱۳ using systematic mapping study. As a result of this study, ۳۳۷ articles were extracted from a total of ۴۲۲ articles to investigate different dimensions such as type, goal, scope and method of researches along with philosophical paradigm and unit of analysis, in qualitative and quantitative manner. The results showed that quantitative researches based on positivism paradigm with practical purposes on issues dealing with the development of new products and services and survey research methods in the society unit of analysis had the highest frequency. Finally, we also analyzed the relations between some results, using the Clementine software

کلمات کلیدی:

Association Modeling, Electronic Commerce, Research Methodology, Systematic Mapping Study

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