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ELECTRONIC BUSINESS AT ST GILES REHABILITATION CENTER

BY

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Declaration

I, Tendai Anna Mazire, hereby declare that this proposal for Bachelor of Science Honours in Computer Information Systems (Bsc Hons BS Degree) submitted to the College of Business, Peace, Leadership and Governance at Africa University has not been submitted previously for any degree at this or another university. It is original in design and in execution, and all reference material contained therein has been duly acknowledged.

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Date ...12/04/2023.....

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Abstract

The study is a qualitative study on electronic business in the health sector. E-business is considered as any transaction that companies do over a computer be it selling of products and services between individuals and companies without any physical movement from one place to the other. This research aims to examine the use of e-business in the health sector, with insights from St Giles Rehabilitation Centre. Research objectives to the study are to identify the use of IT department in the health sector, to measure the impact of neglecting the e-business side, to explore the magnitude of growth of health facilities in e-business and to identify the importance of e-business in the health sector. The research was limited only to one health facility which is St Giles. Theoretical framework to the study is the theory of acceptance model (TAM). The purpose of this study is to introduce the TAM to the application of e-business in the healthcare industry. Non probability sampling was used, that is purposive sampling. In depth interviews are used to collect data and it was analysed using content analysis. All ethical considerations was practiced during the research.

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DEDICATION

I dedicate this study to the loving memory of my mother (Venah Mazire). I also dedicate this dissertation to my father (Abel Mazire) who has been there for me throughout the course of my academic life. I would also like to dedicate this study to the patients of St Giles Rehabilitation Centre.

ACRONOMIES

B2B– Business to Business

COVID-19– Corona Virus

E-Business - Electronic Business

E-Commerce– Electronic Commerce

E-Health– Electronic Health

G - Guardian

GDP– Global Diverse Players

HW– Health Workers

ICT– Information Communication and Technology

IT – Information Technology

P - Patient

PHC– Primary Health Care

PEU– Perceived Ease of Use

PU–Perceived Usefulness

TAM– Technology Acceptance Model

WHO – World Health Organisation

CHAPTER 1: BACKGROUND OF THE STUDY

1.1 Introduction

E-business is any transaction that companies do over a computer be it selling of products and services between individuals and companies without any physical movement from one place to the other. Technology advancement is the key to the future success of businesses. There is less need for human follow up when it can be done digitally. Businesses need to adopt new methods of doing business, such as e-commerce, if they want to succeed in today's technologically advanced world (Setyowati, Widayanti, & Supriyanti, 2021). There can be a variety of applications of ecommerce in the healthcare sector. These include e-medical services, healthcare-related products retail, electronic healthcare record management, online nursing, and patient care. E-commerce is also riding the wave of growth in the healthcare tech sector. This study elucidates the benefits and downsides of e-commerce, from the perspective of both the business and its clients. Well, knowing the pros and cons is crucial, since a perk for the customer could become a problem for the company. Companies that succeed weigh the pros and cons of certain actions very carefully before taking them. St Giles Medical Rehabilitation Centre is a non-governmental organisation involved in the rehabilitation of both adults and children with all types of physical disability. The centre is named after St Giles, a Greek hermit who lived in France in the 6th century. It was established in 1964 through an amalgamation of two organisations namely The Red Cross Polio Centre and The Cerebral Palsy Association. It eventually registered under the Welfare Organization Act in 1968 Certificate No. 49/68 which is now known as a Private Voluntary Organization. Since then it has become an indispensable part of the medical, social and educational service provider of Zimbabwe (<https://www.facebook.com/stgilesmedicalrehabcentre>).

1.2 Background of the study

When the COVID-19 pandemic hit in 2020, consumers all across the world redirected their attention to internet stores. E-business (or "e-commerce") is the practise of conducting business transactions over the internet, such as making a purchase or negotiating a sale price. E-commerce is employed in business-to-business (B2B) transactions, despite the common misconception that it is only used to sell to consumers (Foya & Garikayi, 2021). A large number of small firms, especially ones in the consumer goods industry, rely only on online

sales. Completely virtual operations are more cost-effective, and the precision of modern digital advertising tools has made it possible for businesses to more precisely target their ideal clients.

Entrepreneurs can learn if running an online store is the correct move for them by considering the pros and cons. Since the advent of the Internet, every facet of human economic life has been revolutionized by e-commerce and its myriad benefits. It seems as though the traditional commercial activities of information, capital, and all of social and economic commerce have been streamlined overnight, with long-term implications (Gurure & Takavarasha, 2020). As a cornerstone of the national economy, it is facing the severe struggle in the transition while simultaneously winning a unique development opportunity. The new generation of e-commerce is changing the face of corporate management and will undoubtedly impact the future competitive advantage of businesses in a variety of ways. Given the proliferation of e-commerce's use in the manufacturing sector, experts in both academia and industry are beginning to worry about the effects the practice will have on factory operations. E-commerce has emerged as a new method of conducting business and is widely used by consumers due to the rapid advancement of information technology in recent years. According to Malhotra (2014) as e-commerce continues to develop and expand, so do the areas it touches, having a profound effect on the modern world's economy, culture, and way of life. Many people's long-held beliefs and ways of thinking have shifted as a result of this phenomenon, as have their shopping, consumption, trading, and other activities. Depending on the specifics of manufacturing, the impact of e-commerce on the sector's growth can seem quite different from what it does for other businesses. Because of the low barriers to entry and high volume of potential customers, many small and medium-sized businesses are finding that selling online is the best way to expand their operations internationally.

Twenty-five percent of American households skip medical care because they cannot afford it, a symptom of how expensive healthcare has become and why many people only utilise it when the alternative is worse. However, the rise of e-commerce has brought several benefits to the healthcare sector, including a reduction in costs and an increase in access for all citizens of the United States. When it comes to healthcare, e-commerce might potentially usher in a revolutionary new era similar to that which it has brought to other sectors.

Healthcare has been transformed in numerous ways as a result. It is evident that e-commerce is altering our conception of conventional healthcare with the advent of platforms like Doctor on Demand and related applications. E-commerce in healthcare has the potential to improve efficiency, reduce costs, and ultimately lead to healthier (and happier) individuals, in addition to expanding access. Even in the medical field, e-commerce has made a significant impact on productivity. By redirecting non-emergency patients from doctors' offices and hospitals to online options, emergency patients are better able to receive the care they need. Tools and supplies, as well as the time of doctors and other medical professionals, are examples of such resources. The medical field might benefit greatly from this enhanced productivity, as it would aid overworked and understocked clinics and hospitals and potentially save lives.

Digital trade is crucial to the development of both computing and communication. Most obviously, this holds true in the realm of economics. Many markets have become increasingly international and competitive as a result of globalisation. E-commerce can help local economies even as the covid-19 pandemic forces industries in severely affected areas to insource towards local production due to the disruption of global trade (BUSINESS, 2019). In addition, developments in the internet, IT, logistics, and delivery have made it possible for nearly every business to trade internationally (Cataldo, Astudillo, Gutiérrez-Bahamondes, González-Martínez, & McQueen, 2020). The result has been a surge in people's interest in online shopping that many people did not expect. Despite the fact that e-commerce has captured a sizable share of the market, there are both advantages and disadvantages to conducting business and providing services over the internet.

1.3 Statement of the problem

The world is evolving towards technology that is not only do they have advanced machinery there is also rise in doing business digitally that through mobile applications systems. Industries generally in Zimbabwe now have advanced machinery that means customers expect quality however in the health sector people have little knowledge or have limitations on how to access health facilities on line. E-commerce, as defined by Al-Omari, AlZgool, Ahmed, Pahi, and AlMaamary (2022), is the process of conducting commercial transactions using electronic networks in order to facilitate computerised exchanges of information and the flow of production. However, Setyowati et al. (2021) asserts that e-commerce is the transaction of goods and services with the use of telecommunication and telecommunication-centred tools. All the aforementioned definitions can be used in the health sector, but the

focus of this study is the use of e-business in the health sector. Many people in Zimbabwe believe that visiting a doctor should be done through a physical consultation, with the change that comes with time and technology online platforms such as Doctors on Demand and several other medical applications are changing the whole outlook of traditional healthcare. Many researchers have looked into e-business in the manufacturing industry and schools and little research has been done in the medical sector, hence, the need to do this study. For efficiency reasons e-business needs to be reviewed especially after the era of COVID-19 electronic business started to be in use greatly. This research therefore desires to examine the use of e-business at St Giles Rehabilitation Centre to look around its scope and limitation,

1.4 Research aim

This research aims to examine the use of e-business in the health sector, with insights from St Giles Rehabilitation Centre.

1.5 Research objectives

1. To identify the perceived usefulness and ease use of Information Technology department in the health sector.
2. To measure the impact of neglecting the e-business side.
3. To explore the magnitude of growth of health facilities in e-business.
4. To identify the importance of e-business in the health sector.

1.6 Research questions

1. What limitations and scope are faced by the Information Technology department?
2. What is the impact of neglecting e-business in the health sector?
3. How much further does the health sector grow from the use of e-business?
4. What is the importance of e-business in the health sector?

1.7 Significance of the study

By analysing this study, adoption of E business into the health sector can assist other companies in strategies such as easing staffing requirements and reducing both transaction costs and agency costs for health facilities, thus lowering services. This e-business study gives insight to businesses on ways for businesses to become more efficient and increase operational flexibility. E-commerce is very advantageous to the general public concerning

their ability to access information. This has created greater transparency concerning the patients' health. Today, patients are equipped with information that helps them make more informed choices regarding their health. Generally, e-commerce has made healthcare much more accessible since it focuses on the online remote transaction between the patient and the physician. The patient does not need to be in the physician's office to access quality healthcare. People, especially those in the rural areas, are drawing many benefits from the technological healthcare industry, mainly if they are located in remote areas far away from medical services. The health sector can improve responses to patient needs and service relationships. In addition, other health facilities can collect data about their customers to improve sales and customer service. Furthermore, this study helps other students and other researchers to successfully write their researches on topics to do with e-business in any type of industry. To add on, this study helps new start up health facilities in deciding the most appropriate strategies to employ. It serves as a tool for further studies.

1.8 Delimitation of the study

This study does not cover E business in out of the medical field. This is completely focusing on health facilities. Data will also be collected from St Giles Rehabilitation Centre only.

1.9 Limitations of the study

This study was limited to a number of factors. Firstly, this research was limited only to one health facility which is St Giles. Research was conducted from October 2022 to May 2023.

CHAPTER 2: REVIEW OF RELATED LITERATURE

2.1 Introduction

A literature review is a search and assessment of the body of knowledge on your selected topic or issue. It presents the most recent research on the issue or topic one is writing about. It is considered a literature review rather than a literature report because it also involves a critical assessment of the sources (Paul & Criado, 2020). It is both a method of reviewing and writing about the literature. This chapter will aim to review literature from different scholars in line with the research question which is the use of e-business in the health sector. Literature was reviewed according to the research objectives.

2.2 Review of related literature

2.2.1 E-business

E-business, as defined by Bishi, Shamu, van Dijk, and van Stam (2017), as "the application of information and communication technologies in the business context" (typically with web technologies"). BUSINESS (2019) defines e-business as "the use of Internet technology to the transformation of core business activities." Le (2021) define e-business as "any business conducted entirely or primarily over the Internet," including but not limited to the purchase and sale of goods and services, as well as the provision of customer service, the coordination of efforts with external business partners, and the completion of internal electronic transactions. E-business allows for global interaction, communication, collaboration, and access to information between individuals and businesses.

According to Marangunić and Granić (2015), the scope of e-business extends to electronic market transactions, customer services, collaboration with corporate partners, and internal organisation interactions. Major firm shifts can be attributed to e-business, which is part of a bigger economic framework that includes digital networks and communication infrastructure. In addition, e-commerce facilitates worldwide access to a common medium for the exchange of information, ideas, and services between businesses and consumers. There have been major structural shifts to accommodate the growing importance of web-based e-business systems as a competitive advantage for organisations (Ivan et al., 2020). Therefore,

companies need to develop an Information Technology (IT) strategic plan to expand their e-business capacities. Nimble and adaptable corporate structures are necessary for companies to compete successfully in the global market, say(Le, 2021). The market is inherently fluid, with constant shifts in the composition of players, the kind of available employment, the availability of necessary supplies, and the governing regulations.

When compared to more conventional forms of doing business, e-commerce has four key advantages. E-commerce transaction platforms utilise the Internet to facilitate commercial transactions between buyers and sellers in real time. This allows buyers and sellers to conduct business from anywhere in the world. Through the usage of the Internet, businesses are able to broaden their global reach. With e-commerce, businesses may showcase and introduce products to clients online, sell them directly to users, and even invite customers to take part in the design and customising processes(Marcos-Pablos, García-Holgado, & García-Peñalvo, 2019). The network's accessibility allows businesses to more easily pursue new trading prospects, which they can then finalise through electronic document exchange, shipment tracking, and money transfers to further increase efficiency and save overhead expenses. Information resources can be shared thanks to the use of networks(Loewen, 2017). Through the network, businesses are able to quickly adapt to changes in the market, make informed decisions about projects and business strategies, and analyse, anticipate, and judge a wide range of elements influencing their procurement, production, and sales. Increase your chances of making money, streamline your operations, make your life easier, and give yourself a leg up on the competition.

Additionally, it has been discovered that education and training are significant factors in the deployment of technology, which is essential for e-business. The transition to an e-business model needs financial commitments in the form of both IT infrastructure and personnel training(Bishi et al., 2017). In order for companies to fully capitalise on the promise of e-business, they need to acquire the right IT human resources and nurture them into top-notch e-business performers(Loewen, 2017). Health-specific examples of specialised e-business applications include enterprise resource planning (ERP), procurement and supply chain management, online invoicing, electronic marketing and sales, electronic integration of the marketing process, and electronic cooperation and collaboration(Malhotra, 2014).

2.2.2 Information Technology (IT) in the health sector

E-medical business's uses in the healthcare industry are many. Some examples are online nursing and patient care, electronic health record administration, retail sales of medical equipment, and other forms of telemedicine. The expansion of the healthcare technology market has also boosted the growth of the online retail sector, the healthcare industry is ripe with unrealized potential, making it the next frontier for e-commerce(Hamdoun, Jabbour, & Othman, 2018). The demand for healthcare supplies as a whole has risen due to the rise in both the number of elderly people and their demand for high-quality medical products. The recently released golden-concepts, an online e-commerce platform selling aged medical supplies, is a good example of e-commerce innovation in healthcare(Kufandirimbwa, Hapanyengwi, & Kabanda, 2012). From adult diapers to wheelchairs, The Golden Concepts has you covered. To put it another way, businesses like this are expanding people's access to healthcare.

As the number of people with access to the internet and the number of people using mobile and internet apps both rise, so does Singapore's online healthcare scene. Singapore's healthcare system is being transformed by new medical applications such as telemedicine, caregiving services, and medical consultation(Bishi et al., 2017). The rise of the healthcare technology industry is being mirrored by the expansion of the online retail sector. This is due to the fact that the healthcare industry has tremendous untapped potential and will soon become the next big thing in the internet retail market. An ageing population requires more medical equipment and supplies due to rising healthcare costs and rising expectations for patient well-being. The recently released golden-concepts, an online e-commerce platform selling aged medical supplies, serves as a prime example of e-commerce innovation in the healthcare sector. From adult diapers to wheelchairs(Venkatesh, Davis, & Zhu, 2022). To put it another way, businesses like this are expanding people's access to healthcare. Anyone who has ever provided care for another person knows the struggle that is acquiring necessary medical supplies. The constant need for disposable items such as diapers, bottles, wipes, and more. According to Ivan et al. (2020) this necessitates regular trips to the grocery store or other point of sale by carers to replace the necessities that have been used up. It is not just inconvenient, but also a waste of time to have to hop around from store to store in search of different necessities. If you need medical equipment or supplies, it is indeed best to get them online instead than visiting a local store.

2.2.3 Importance of e-business in the health sector

By facilitating business over the internet, e-commerce has greatly influenced the business sector. From the convenience of online retail, banking, and social networking to the rise in the use of artificial intelligence, it has revolutionised the way we conduct business. Healthcare has grown too expensive, and the opportunity cost is rather high, so that most individuals can only afford needed services like doctor's appointments (Romphe, Boon-Itt, & Vinayavekhin, 2021). The introduction of online shopping has had profound effects on the healthcare industry, making it more available to more people. The public benefits greatly from e-commerce because of the increased availability of data. More information about the patients' health is now available thanks to this. Now more than ever, patients can take charge of their health by arming themselves with data. Patients often go on review sites like Yelp to talk about their experiences with their doctors, patients express satisfaction with their doctors' bedside manner, the effectiveness of their treatments, and the overall quality of their healthcare experiences (Marcos-Pablos et al., 2019). Doctors are interested in the impact that e-commerce is having on the healthcare industry revolution because they know how important it is to their professional reputation.

As could be expected, the field of care has also begun to make inroads into the world of online shopping. Technologies like Doctor2U and YourDoctors, as well as apps like Practo and FirstOpinion are new frontier in healthcare e-commerce, telemedicine, is being forged online (Marcos-Pablos et al., 2019). There are a few different services out there, each with its own business strategy, but they all offer essentially the same thing: access to medical advice via text message or real-time chat with a licenced professional. There will still be a need for physical exams in some cases, but telemedicine can assist people decide if they really need to go to the doctor. It really is fascinating that telemedicine and e-commerce for pharmaceuticals can work together to provide a surprisingly streamlined experience for patients (BUSINESS, 2019). Within a few hours, a patient can consult with a doctor about their symptoms, obtain a diagnosis, and have their medication delivered to their door. Online pharmacies like Walgreens and NowRx make it easy to get the medication you need (Bishi et al., 2017). When it comes to patient satisfaction, healthcare organisations that embrace e-commerce can make great strides as technology develops.

Primary, secondary, tertiary, and quaternary care are the four tiers of service provision in Zimbabwe's healthcare system. Throughout the country, health care initiatives are mostly carried out via Primary Health Care (PHC). Maternal and child health care, health education, nutrition education and food production, an expanded immunisation programme, control of communicable diseases, safe drinking water and sanitation, an essential drugs programme, and basic and necessary preventative and curative care are the pillars of primary health care. Whether in a city or a rural area, the majority of health care in Zimbabwe comes from the government (BUSINESS, 2019). This includes both the national and local levels (Ministries of Health and Child Welfare and Local Government, and to a lesser extent, the national and regional levels through Ministries of Education, Defense, Home Affairs, and Prison Services). The private sector provides a complementary service to the public sector by way of both for-profit (e.g., industrial clinics, private hospitals, maternity homes, and general practitioners) and not-for-profit (e.g., mission clinics and hospitals, and non-governmental organisations) health care providers (Bishi et al., 2017). To boost service delivery and competitiveness, industries across the world are adopting ICTs. Not even health care is an exception. With the use of ICTs, health care delivery and management can be revolutionised. E-Health refers to the practise of employing ICTs (information and communication technologies) to provide medical care. Electronic health (E-Health) is "the integration of electronic communication and information technologies within the healthcare setting," as defined by the World Health Organization. To put it another way, E Health is the means by which appropriate health information is delivered to the appropriate recipient in a timely manner and in a safe electronic format with the goal of improving health care quality and efficiency (BUSINESS, 2019).

2.2.4 E-business in Asia and America

Within the healthcare sector, there has been a stir caused by the rising popularity of innovative producers who sell directly to customers. In India, online pharmacies and wellness marketplaces have developed throughout the years. Consumer interest in direct-to-consumer digital health is growing, and new telehealth firms are starting up every month, so there are fascinating developments to watch (Kadam, 2019). E-tailing players in the healthcare industry have been able to take advantage of the chances presented to them by the sector thanks to the recent increase in Diverse Global Players (GDP) and the population's desire for basic healthcare services. As we transition from patient records to "Health Biographies," people

will witness a shift in how cyber physicians identify changes using sensors(Kraus, Schiavone, Pluzhnikova, & Invernizzi, 2021). This will promote quick preventative actions and cures. In order to ensure that customers receive better value, e-tailers are now under the control of consumers rather than sellers, forcing them to focus on enhancing the customer experience through services like same-day delivery and direct-to-door supplies, as well as chat services and real-time patient support(Park & Mithas, 2020). Fascinatingly, telemedicine and pharmaceutical online shopping can be coupled to provide a seamless patient experience. Within a few hours, patients can consult with a doctor or physician about their symptoms, receive a diagnosis, and start taking medicine.

Healthcare E-commerce is positioned for an exciting period of explosive growth when the sector is viewed as a whole. It is anticipated that this will result in significant expenditures in supporting infrastructure and revolutionary business models. The entire healthcare sector in India is transforming as a result of new opportunities and technologies including video conferencing, telemedicine, online consulting, and carers for the elderly and those with terminal illnesses(Kraus et al., 2021). E-tailers will acquire better and deeper insights if they concentrate on analytics and important metrics like click-through rate on campaigns and conversion revealing the location of the majority of visitors and transactions. Flipkart partnered with the top online pharmacy, 1mg, to distribute medications in order to take advantage of the ideal timing. Amazon submitted licence requests and started a pilot programme in Bengaluru(Kraus et al., 2021).

In spite of the presence of about 350 competitors, including many country-niche players and some specialist players, only a few diverse global players dominate the market, holding 60% of the revenue share, according to a recent market study by Ken Research on the North American Healthcare E-Commerce Market.Only 10% of all competitors are global players, but they have the largest revenue share of 50%(Ken-Opurum, Darbshire, Miller, & Savaiano, 2020). While Companies in a Particular Country Have a Strong Presence

According to a thorough competitive analysis carried out as part of the research study, there are about 250 players in the North American healthcare e-commerce market, including players with a global presence, players from the region, and many players who specialise in a particular country's healthcare e-commerce market. The largest international companies, which make up around 10% of all businesses, control about 50% of the market revenue share,

followed by regional competitors(Ken-Opurum et al., 2020). The majority of country-specific players operate their healthcare e-commerce businesses by providing specific speciality solutions, and some of these who successfully develop new services for healthcare e-commerce are frequently bought out by big international players looking to expand and diversify quickly.

The market's top players' ongoing initiatives to provide healthcare products effectively by implementing new technologies are fueling their revenue growth.Key players like Amazon.com, Inc., Walmart Inc., CVS Health, The Kroger Co., Walgreens Boots Alliance, Inc., and others are highly focused on providing a significant number of healthcare products through various types of pharmacies, such as online pharmacies, mail pharmacies, and others, and are adopting advanced technology to make the supply chain for healthcare products more efficient(Hoffer, 2019). A detailed comparative analysis of key competitors is available in the research study. In order to streamline the delivery of healthcare goods and services, numerous businesses are also making aggressive investments in new technologies and collaborating with other firms to improve their technology(Hoffer, 2019).

2.3Theoretical framework

Constant technology development both endangers well-established business models and opens the door to new service opportunities (Marangunić & Granić, 2015). Successful businesses frequently attempt to influence the development of new technologies so that they can profit from them (Rahimi, Nadri, Afshar, & Timpka, 2018). Consumers' willingness to adopt new technologies in response to their rapid development is influenced by many aspects, including the ease with which they may do so, the satisfaction of their own needs, their sense of safety, and so on. A growing body of literature examines how customers accept novel technologies. Therefore, the purpose of this study is to introduce the TAM to the application of e-business in the healthcare industry.

2.3.1 Technology Acceptance Model (TAM)

Fred Davis first proposed the Technology Acceptance Model (TAM) in 1986 for his dissertation. TAM is an extension of the Theory of Reasonable Action that has been fine-tuned for use in simulating people's reactions to new forms of technology or information

delivery. Davis first explained how people utilise computers using TAM in 1989. TAM was developed by(Davis, 1989) to explain user behaviour across a wide variety of end-user computing systems and user groups by identifying and explaining the universal determinants of computer acceptance. Perceived Usefulness (PU) and Perceived Ease of Use (PEU) were two core assumptions in the original TAM paradigm (PEU)(Davis, 2000). The term "perceived usefulness" refers to a potential user's subjective likelihood that the use of a certain system (such as a single platform E-payment System) will improve his or her action, while the term "perceived ease of use" describes the extent to which a potential user anticipates the use of the target system to be effortless(Davis, 1989). In TAM, these outside influences are called "external variables," and they have the potential to sway a person's attitude about a certain system. The TAM is depicted in Fig 1.

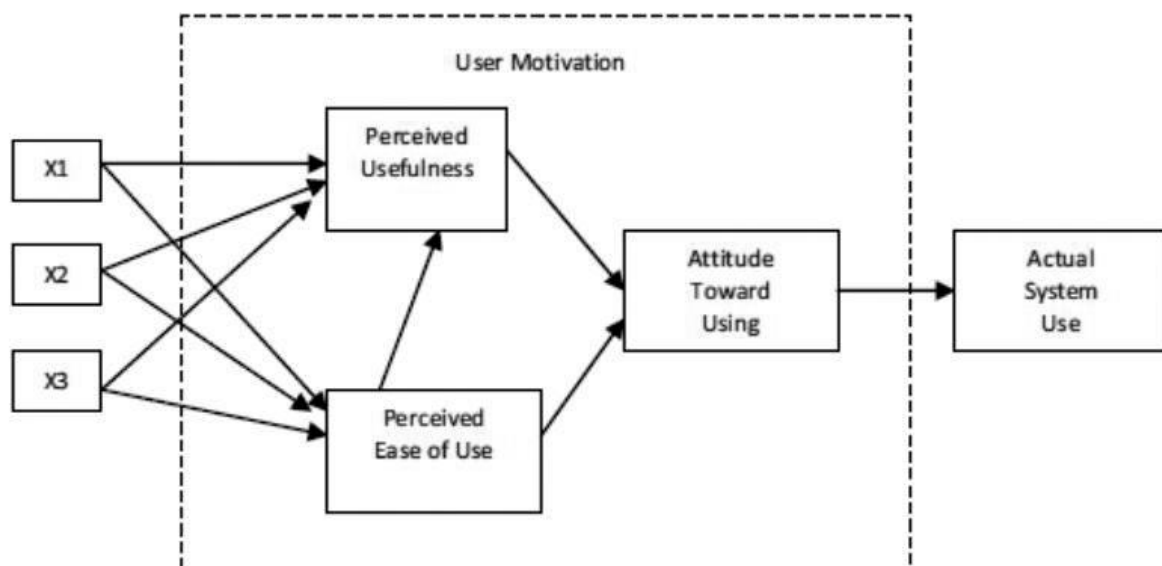


Figure 1 TAM 1

According to the TAM 2 presented by(Venkatesh & Davis, 2000), illustrated in Figure 2. Before, during, and after the implementation of a system, this research elaborated on the factors that contributed to users' satisfaction with that system. According to TAM2, how helpful a user thinks a system is based on how well they think it will help them achieve their most important work goals regardless of how they choose to go about doing their job activities (Venkatesh, Morris, Davis, & Davis, 2003). The outcomes showed that TAM 2 did well in both optional and required settings.

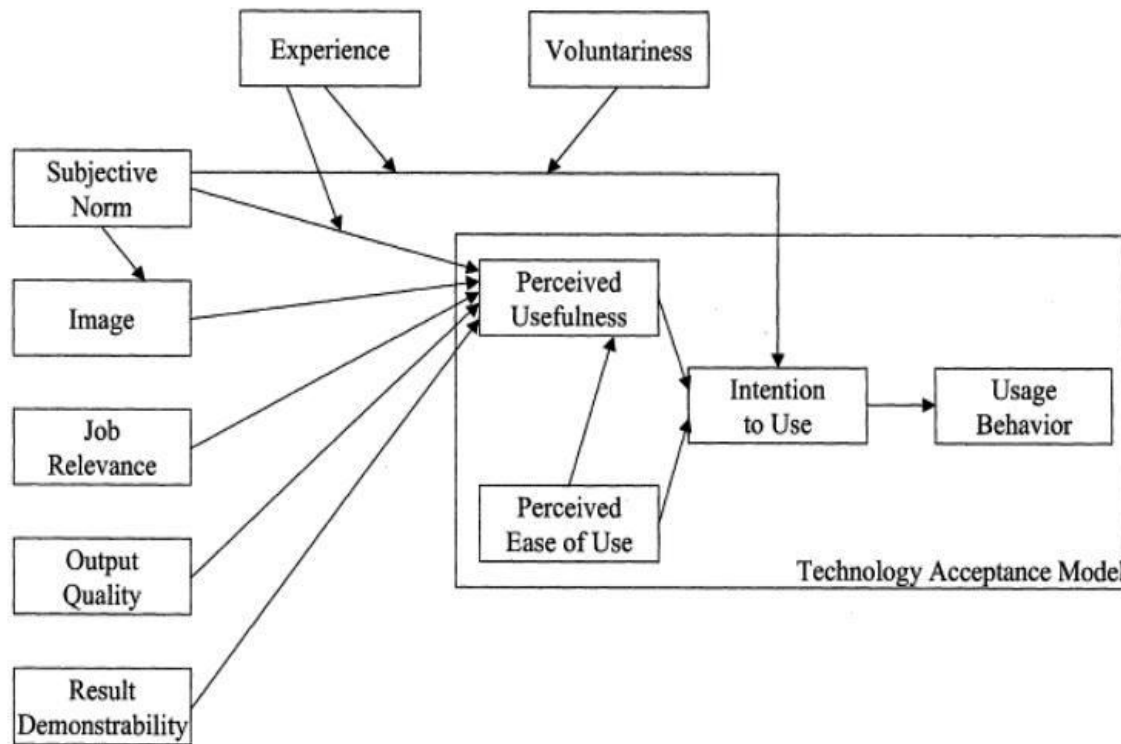


Figure 2 TAM 2

2.3.2 Relevance of TAM to the study

An explanation that takes into account how people's minds work when they interact with new technologies. When we combine the models of TAM proposed by(Venkatesh & Davis, 2000), we get four theoretical processes that account for the effects of the various determinants on perceived usefulness and behavioural intention. These processes are as follows: (a) social influence processes; (b) cognitive instrumental processes; and (c) behavioural intention(Silva, 2015). When users are presented with a new breed of technology, the basic model of the Technology Acceptance Model (TAM) implies that a number of factors influence their decision as to how and when they can utilise it. To what extent an individual think that employing a specific technique would increase their productivity by 50% on the job is indicative of its value(Venkatesh et al., 2022). It was hypothesised that the characteristics of the system's design would have an effect on the user's perception of how simple it would be to utilise the system (Rahimi et al., 2018).

CHAPTER 3: METHODOLOGY

3.1 Introduction

The relevant literature on various areas of professional development was evaluated in the previous chapter of this study. The dissertation's research approach was in this chapter. In this chapter, the author goes through the research design, research method, research approach, data collection methods, sample selection, research process, type of data analysis, ethical issues, and project study limits in further detail. The goal of this chapter is to examine and explain the research methodology and technique used in this study.

3.2 Research Design

Ishtiaq (2019) claim that the six different types of research design are the: case studies, conceptual studies which critically analyse literature available on the phenomena being studied; historical studies (based on historic research designs); action research whereby a researcher assists the participants to find a solution to a problem; ethnographic studies which are used in social systems and cultural heritage; and grounded theory which seeks to develop theory on the data generated. In this study, the case study research design was used to assess the use of e-business in the health sector. A case is an exploration of a case over time through detailed in-depth data collection involving multiple sources of information rich in context (Cassell, Cunliffe, & Grandy, 2017). Therefore, a case study research design assisted the study in accessing relevant information pertaining to factors associated with e-business in the health sector.

In addition, the focus of the study is to get answers on “What” limitations and scope are faced by the IT department? “What” is the impact of neglecting e-business in the health sector? “How” much further does the health sector grow from the use of e-business? “What” is the importance of e-business in the health sector? Therefore, a case study research design is of particular interest as the researcher wish to gain a rich understanding of the context of the research and the process being enacted (Beins & McCarthy, 2017).

Creswell (2014) defined research approach as a plan and the procedure for research that span the steps from wider assumptions to detailed methods of data collection, analysis and

interpretation. Creswell and Sinley (2017) asserts that research approach represents a clear dichotomy between quantitative and qualitative traditions in research. In order to satisfy the objectives of the dissertation, a qualitative design was used. The main characteristic of qualitative research is that it is mostly appropriate for small samples, while its outcomes are not measurable and quantifiable. Its basic advantage, which also constitutes its basic difference with quantitative research, is that it offers a complete description and analysis of a research subject, without limiting the scope of the research and the nature of participant's responses (Cypress, 2018). However, the effectiveness of qualitative research is heavily based on the skills and abilities of researchers, while the outcomes may not be perceived as reliable, because they mostly come from researcher's personal judgments and interpretations. Creswell (2014) stated that the qualitative process allows direct interaction with the people being studied and involves data analysis inductively building from particulars to general themes. The researcher used the qualitative approach which best interprets and analyse e-business in the health sector.

In every research, two chief paradigms of research approach are of prominence, that is, qualitative and quantitative approach. For the aim of the current study, the qualitative approach was utilised. Firstly, to gain a comprehensive understanding of the use of e-business at St Giles Rehabilitation Centre, qualitative data were gathered by means of semi-structured questions utilising the interview guide. In qualitative research, the research approach especially, data generation is primarily conversational and not numerical (Denzin, 2017). The reason for selecting a qualitative research approach in this study is to capture the understanding of a social phenomenon from the participants' perspectives on their experiences on professional development in this study that is use of e-business at St Giles Rehabilitation Centre (Iphofen & Tolich, 2018).

3.3 Population and Sampling

The research was collected data from 20 participants. This comprised of 10 health workers (administration, doctors and nurses), 5 patients and 5 guardians to the patients. The population aim to include all health workers, that is nurses, doctors and administrators, hence, 10 health workers. 5 patients were added to also see their views as they are at the centre of the health care. Guardians are also of great important as they are the ones who d mostly all

the paper work and schedule appointments. The study was conducted at St Giles rehabilitation Centre.

Sampling is defined by many social scientists as that part of statistical practice concerned with the selection of individual observation intended to yield some knowledge about a population especially for the purpose of statistical inference (Antwi & Hamza, 2015). There are two main sampling approaches, namely probability and non-probability sampling (Alharahsheh & Pius, 2020). Probability sampling is usually used in quantitative research where generalisation of findings is the ultimate goal (Creswell, 2014). However, in studies such as this one, where findings are not intended to be generalised, non-probability sampling is appropriate. Therefore, a non-probability sampling termed purposive or judgmental sampling was utilised to select the participants. Jackson (2015) argue that sampling is the process of selecting units for example individuals, organisations, from a population of interest so that by studying the sample the researcher may fairly generalise his/her results back to the population from which they were chosen. Purposive sampling was used in selecting the study participants. Purposive sampling (known also as selective, subjective, or judgment sampling) is a sampling method in which researchers attempt to attain a sample that acts as representative of the population (Silverman, 2016). Purposive sampling is a non-probability sampling technique and it happens when elements chosen for the sample are selected by the researcher's judgement. Usually researchers believe that they can attain a representative sample by means of a sound judgment, which consequently saved money as well as time (Liamputtong, 2020). To come up with a purposive sample, the researcher starts with precise perceptions in mind wished to be examined and then searches for out the study participants who cover that full range of perceptions. In this case, the use of e-business in the health sector.

The advantages of using purposive sampling was that it was the only feasible sampling technique in gaining information from a very particular group of individuals, that is, health workers and patients in the use of e-business. As the most suitable individuals for the study was selected, this process became a lot less time consuming as well as being cost effective.

3.4 Data collection method and tools

In-depth interviews were conducted for the purposes of this study. In depth interviews are unstructured, personal conversations with the goal of eliciting participants' emotions, feelings, and opinions about a certain research topic. Personal interviews have the advantage of involving personal and direct interaction between interviewers and respondents, as well as eliminating non-response rates; however, interviewers must have learned the required skills to conduct a successful interview (Silverman, 2016). Furthermore, unstructured interviews allow for more freedom in the interview's flow, allowing for the creation of conclusions that are not originally intended to be drawn about a research topic. In terms of data collection tools, the researcher employed a semi-structured questionnaire to perform the study, which served as an interview guide for the researcher. Some questions are prepared in advance to help the researcher steer the interview toward meeting the research objectives, but more questions arose during the interviews.

3.5 Data analysis

The data acquired from personal interviews was analysed using content analysis. Liamputtong (2020) define this sort of research as one in which data is divided into themes and sub-themes so that it can be compared. One of the key benefits of content analysis is that it aids in the reduction and simplification of data while also producing outcomes that can be measured using quantitative methods. Furthermore, content analysis enables researchers to organise qualitative data in a way that meets study objectives. Human error, on the other hand, is heavily engaged in content analysis, as there is a possibility that researchers would misinterpret the data acquired, leading to incorrect and unreliable conclusions (Macchi & Zulato, 2021).

Content analysis offers various advantages to academics who contemplate adopting it. In particular, content analysis that is, it looks directly at communication via texts or transcripts, and so gets to the essential feature of social interaction and can also allow for both quantitative and qualitative operations. Through text analysis, content analysis can provide useful historical/cultural insights over time, allowing a proximity to text that can vary between specific categories and relationships, as well as statistically analysing the coded form of the text (Coolican, 2017). In addition, content analysis can be used to interpret texts for applications such as expert system development (since knowledge and rules can both be coded in terms of explicit statements about the relationships among concepts)

Content Analysis is now used to analyse many aspects of content for examining mental models as well as the cognitive, linguistic, cultural, social, and historical value of content, thanks to the technological revolution. Content analysis is a quantitative and qualitative tool for evaluating content in a more objective manner. It will undoubtedly be more accurate than a comparison based on a listener's impressions (Iphofen & Tolich, 2018). It is more powerful than a review or assessment. Researchers utilise content analysis because it can potentially be used to evaluate any piece of text or occurrence of recorded conversation. The researcher can also make assumptions about the text's creator and intended audience.

3.6 Ethical considerations

This study will consider ethical considerations such as confidentiality, informed consent, beneficence, justice, and fidelity. Denzin (2017) points out that when performing a research, the researcher is more likely to meet a number of ethical challenges, necessitating the need to think about ethical issues. The researcher has the responsibility of first obtaining permission from the study subjects. The participants are educated about the study's purpose so that they can make an informed decision about whether or not to participate. As a result, deceit was prevented, and volunteers were notified of their ability to withdraw from the study at any time. The names of the participants were made anonymous in the reporting responses to protect their privacy. Furthermore, the results were only released with the participants' permission.

3.6.1 Respect for persons

Respect for person's accepting people as who they are and interact with them in a way they will feel comfortable, embraced and important. The participants are therefore treated with respect and in a pleasant manner. Explanation on the right to withdrawal from the study was also done to participants (Dooly, Moore, & Vallejo, 2017).

3.6.2 Informed consent

This refers to the written permission from the participants to allow the researcher to conduct the study. Written consent was obtained from St Giles Rehabilitation Centre. All the

participants should stable emotionally; mentally and physically hence they must be functioning well and in a position to make informed decisions (Liamputtong, 2020).

3.6.3 Beneficence

Beneficence means that in the process of research all participants are well protected and would benefit from the exercise since they would get a chance to express themselves

3.6.4 Confidentiality

Confidentiality means safe keeping the information obtained from the participants private. In the present study, confidentiality was maintained as participants' real names will not be used neither their biographical data collected. Information obtained from the interviews were only shared with the participants and the researcher's supervisor (Ishtiaq, 2019).

3.6.5 Justice

Justice means that the researcher had to exercise neutrality and not biased. In the present research, participants were treated equally. There was consistency during the interviewing process to make the research reliable (Jackson, 2015).

3.7 Conclusion

The research took a qualitative approach as it comes with a number of advantages like time saving and is cheap to conduct. It is a case study research non-probability sampling was done. Data was analysed using content analysis. Content Analysis is now used to analyse many aspects of content for examining mental models as well as the cognitive, linguistic, cultural, social, and historical value of content, thanks to the technological revolution. Hence, making all the procedures useful in the research use of e-business in health sector, a case of St Giles Rehabilitation Centre.

CHAPTER4: PRESENTATION ANALYSIS AND INTERPRETATION

4.1 Introduction

The chapter focuses on the presentation, discussion, and analysis of findings of the study. Data was collected from twenty participants from admin, doctors, nurses, patients and guardians. Sampling was done through purposive sampling. Data was collected through in-depth interviews and analysed using content analysis. The following were the main research questions to the study: What limitations and scope are faced by the Information Technology department? What is the impact of neglecting e-business in the health sector? How much further does the health sector grow from the use of e-business? What is the importance of e-business in the health sector?

4.2 Data Presentation and Analysis

4.2.1 Advantages and disadvantages of e-business

From the findings of the study it can be noted that a number of advantages were mentioned by participants on the advantages as well as disadvantages of electronic business at St Giles Rehabilitation Centre. The term advantages or scope is used to describe the public's access to digital health services, which are described as the ability to provide medical care to patients despite geographic or temporal barriers using information and communication technology. The possibilities can be broken down further into four groups: education, training, and awareness; cost-effective treatment; equity and enhanced health access and future use; and cost. Health Worker (HW) 1 mentioned that:

Opportunities in the field of digital health extend beyond the mere remote delivery of health care services enabled by technology to include, and require, the simultaneous adaptation of

employees to the new working patterns. First, health care providers must have faith in the digital system, convince patients of the security of their personal health data, and guarantee that both they and the healthcare systems they work for can afford the services.

HW2

Health literacy, digital literacy, and the degree to which they are integrated with clinical care pathways all play a role in the quality of experience and results from telehealth interventions. In order to reap the long-term benefits of digital health, businesses must work together to figure out what works best, where it works best, when it works best, why it works best, and how it works best.

In this case, "challenges" are the problems or roadblocks that stakeholders (health care providers and patients) have to deal with when digital health programmes are put into place. Different problems that stakeholders face are grouped into sub-themes, such as technical problems, policy problems, a lack of skilled workers, funding problems, and other problems. All of these themes and sub-themes were made by looking at how different themes fit together.

HW6: Technical challenges are technical problems that come up when telemedicine is put into place. Network problems, frequent power outages or lack of electricity, a blurry image, bad sound quality or no sound during video consultations because of a slow internet connection, and service interruptions because of a bad network are all technical problems.

HW4: People said that the telemedicine programme should end because there aren't enough supportive policies. These policies include political instability, the frequent moving of trained doctors and other health workers, and a lack of government support, such as not giving their staff enough money or bonuses.

HW 5 talked about the lack of skilled workers

like the lack of IT experts who could train health workers on how to use video consultations and the lack of technical knowledge among health workers.

HW 7 also talked about how health professionals do not use the internet well enough

Also, St Giles does not have enough trained staff who could get people interested in digital health. So, the lack of specialists for teleconsultations has put a damper on the programme and stopped the digital health project as a whole.

Participants said that they had trouble getting enough money to buy expensive equipment, pay high installation costs, and train staff. Digital health programmes at St. Giles depend on money and volunteers. When money stops coming in, the whole project gets messed up and ends. In a country with limited resources, it is also expensive to install new and advanced technologies. Also, HW2 said that St. Giles did not have enough IT experts and that it would be hard to pay for experts to come from overseas. Other challenges include problems with adapting and getting the wrong diagnosis. Senior doctors who prefer face-to-face consultations over video consultations are hard to train, and it was hard to get patients to see the benefits of digital health because of problems with adaption. Wilson, Heinsch, Betts, Booth, and Kay-Lambkin (2021) mentioned a case of a wrong diagnosis that happened because a phone call was cut off and the wrong message was sent.

Also, funding is an important part of digital health services and a big part of what keeps them going in the long run. The WHO has also said that a lack of money is a big reason why digital health services are behind in developing countries (Sarli Rahman & Yusrizal, 2020). Even though the government wants to expand digital health facilities, there is no separate budget for this and it is not a top priority. So, reimbursement can also be used as a way to get volunteers and digital health to work together in the long run. Doctors know the most about digital health, and patients are an important part of putting digital health into place. A big worry is also that patients' information will not be concealed. Tebeje and Klein (2021) pointed out that privacy might not be seen as an important factor in phone consultations.

4.2.2 Health sector's growth and the use of e-business

Participants when interviewed on how the health sector is growing with the use of e-business, a number of positive responses were gathered. This came from health workers, patients and guardians.

HW3 We made it through a global pandemic, and you already know how ecommerce has changed the health sector. You must have ordered your masks, hand sanitizers, etc. You must have seen a doctor through telemedicine.

Guardian (G) 1 *The industries of e-commerce and wellness are getting a new lease on life. Now is the age of fast delivery, and it's not just at stores. E-commerce marketing is becoming more and more popular in all fields, including the health and wellness business.*

G3 *As more and more people around the world become interested in digital marketing strategies and products that will improve their health and fitness, it becomes important to measure the success and benefits of e-commerce in the health and wellness sector.*

HW6 *It's because more and more people are using mobile and internet apps and the rate of e-commerce through the internet is going up. The health and wellness industry is seeing a lot of medical applications like telemedicine, medical consultation, and caregiving services. These are some of the ways that e-commerce has changed the wellness industry in many places around the world.*

Patient (P) 2 *Digitization is happening quickly in the health care field. People are becoming more comfortable going online to get the health care we need. They can look up symptoms, specific doctors, buy products, pay bills, and learn more about their health options.*

Consumers have spent up to \$48.5 billion at retail on durable medical equipment, including hearing aids. When compared to 2015, that represents an increase of 4%. Consumers spent roughly \$322.7 billion in 2016 at chain and independent pharmacies (Hasanat et al., 2020). This expanding trend for prescription delivery involves the use of an online store for e-commerce, and all signs point to it continuing well into the year 2020 and beyond. Several businesses in the health and wellness industry have a great possibility of succeeding in the e-commerce market because of the e-commerce industry's strong driving force and the satisfaction it provides for a growing desire for convenience. If the US healthcare market is divided into many parts, such as the health and hospital system, physician groups, insurance companies, insurance companies, medication and medical gadget firms, etcetera., it would total \$3.2 billion (Loewen, 2017).

E-business has a variety of effects on the health industry. Unrestraint Access to Information: Immediate information release to healthcare providers (hospitals), insurers, and

clients/patients is one of the major advantages of e-commerce marketing in the health and wellness sector. In some regions of the world where healthcare is scarce, the most significant feature of this is obvious.

Open Channel Communication: Another way that various e-commerce platforms have an impact on the health and wellness sector is by offering a special chance to enhance communication between hospitals, physicians, and most crucially, between healthcare providers and their various patients(Gurure & Takavarasha, 2020).

Improved Results and Convenience: E-commerce enables healthcare professionals to interact with patients, supporting them in the areas of medical regimen compliance, chronic disease management, and general questions, all of which contribute to people remaining healthier and becoming more actively involved in managing their overall health requirements. Services provided by e-commerce online stores also significantly lessen or eliminate inconveniences associated with health and wellness shopping(Ivan et al., 2020). The days of having to buy and move around bulky medical supplies like breast feeds, diapers, and more are long gone. You may easily purchase larger products online and have them delivered swiftly to your door using digital marketing. Also, you are free to shop whenever you choose, day or night.

Efficiency: The majority of medical professionals and healthcare providers must perform time-consuming and duplicated tasks in order to provide their services. E-commerce uses technology to help reduce these tasks. Increased technology has made it simpler to find and buy a wide range of goods at more transparent prices. E-commerce in the health and wellness industry allows for lower costs and promotions(Le, 2021). E-commerce in the health and wellness sector is efficient and successful due to the provision of previews and the chance to offer feedback, as well as replacement and refund procedures.

Consumers have spent up to \$48.5 billion at retail on durable medical equipment, including hearing aids. When compared to 2015, that represents an increase of 4%. Consumers spent roughly \$322.7 billion in 2016 at chain and independent pharmacies(Marcos-Pablos et al., 2019). This expanding trend for prescription delivery involves the use of an online store for e-commerce, and all signs point to it continuing well into the year 2020 and beyond. Several businesses in the health and wellness industry have a great possibility of succeeding in the e-commerce market because of the e-commerce industry's strong driving force and the satisfaction it provides for a growing desire for convenience.

4.2.3 Neglecting e-business in the health sector

There has been a major shift from 2013, when many patients and their guardians indicated they would be happy to visit the same hospital due to more positive reviews. Hospitals should be aware that both current and potential patients may be using online reviews to evaluate their performance. Having a positive online presence on review sites is a step toward not just attracting patients, but also retaining them. The shift in patient sentiment appears to reflect a growing reliance on online reviews over other factors when selecting a healthcare provider.

HW 10 The healthcare industry is another illustration of a market where rivalry has shifted from a Blue Ocean to a Red Ocean. As more and more competitors join the market, profits are falling and competition is heating up. Therefore, it becomes crucial for hospitals to draw in as many visitors as possible. Maintaining the hospital's online social presence is one way to keep and grow this customer base. Monitoring online evaluations is essential to maintaining a hospital's social media presence. Customers who submit online reviews on a hospital's official Facebook or Twitter sites or on other informal blogs and forums are providing feedback.

It is no secret that over the past ten years, the way consumers made decisions online has undergone a significant transformation. Consumers research products online, read extensively, follow blogs, visit numerous forums, consult with friends or other online shoppers, or conduct thorough online research before making any purchases, whether they involve new or used products(Setyowati et al., 2021). 61% of people consult online reviews before making a purchase decision, which is not surprising given the rise of social media and its constant updates throughout the day. But, it is especially important to consult someone, whether they be online or offline, when it comes to a person's health(Sarli Rahman & Yusrizal, 2020). Brands without strong brand equity see a boost in sales after receiving favourable online consumer evaluations.

G1 Major healthcare organisations have consistently ignored the impact of internet user reviews. This indicates that medical service providers are falling behind in responding to internet user feedback. The impact of unfavourable online evaluations, which operate as word-of-mouth and may impede a company's growth and brand image, is monitored by the healthcare sector. Hospitals should focus on the areas where they believe they are receiving the most unfavourable evaluations and seek to turn those reviews around. For instance, if a hospital consistently receives bad feedback about its OPD services, it should investigate the cause of the issue and take the necessary steps to fix it, in order to turn the feedback around in the future.

G3 Consumers want the same level of ease and customisation from their healthcare provider as they do from other online service providers, including entertainment and retail. They want everything delivered to their doorsteps, including healthcare and medical supplies, especially in the wake of the devastating pandemic in order to prevent any hassles or hazards.

G5 Here is what healthcare eCommerce will look like in the future: One such technology, artificial intelligence (AI), has applications in practically every sector of the economy, including healthcare eCommerce. AI may support healthcare firms in thriving in the digital age, from patient care, product suggestions for the healthcare industry, to assisted diagnostics, and telemedicine.

Healthcare providers and enterprises must develop an omnichannel strategy to give patients a seamless experience at every touchpoint if they want to succeed in the digital era. Similar to retail, the customer experience in the healthcare sector is frequently nonlinear, thus firms must embrace a multichannel strategy for better service and conversions.

4.2.4 Benefits of e-business

The manner that people buy medical products is changing because to e-business in the healthcare industry. With a large inventory and endless supplies, the internet is becoming a large pharmacy that is accessible to people all over the world thanks to the current trend. Patients can purchase drugs from any location in the world thanks to mobile apps and e-

business websites. E-business sellers are taking the effort to deliver quickly and easily right to patients' doorsteps.

HW8 e-business in the healthcare sector is transforming how individuals purchase medical supplies. Thanks to the present trend, the internet is evolving into a huge pharmacy that is open to people all over the world, with an extensive inventory and limitless supplies. Mobile apps and e-business websites enable patients to buy medications from anywhere in the world.

A lot of effort is being put forth by online retailers to deliver products fast and easily to patients' front doors.

HW 9 The efficiency of people working in the healthcare industry is also rising thanks to e-business. Those with severe conditions can receive the full attention of hospital resources to receive the care they require when non-emergency patients are transferred from hospitals or clinics to online. These resources could be physicians, nurses, or equipment for the medical field. Both patients and doctors may benefit from this improved efficiency, particularly during challenging times like COVID-19.

Costs may be reduced for many people as a result of improved healthcare industry efficiency. Online visits reportedly cost 30% or less than offline visits, and the price gap will rise in an emergency (Marcos-Pablos et al., 2019). For Individuals with modest incomes or without health insurance, the cost difference can be very alluring. Despite the enormous potential of the health e-business business, there are numerous obstacles to overcome before you can establish yourself and start making money in this industry. Although many patients prefer to purchase medical services online, running businesses and meeting deadlines are difficult in the field of healthcare e-business. Before spending money on creating a healthcare e-business platform, you should be aware of a number of guidelines and regulations.

All healthcare businesses are required to abide with regulatory body laws and rules. Hence, companies must always maintain the confidentiality and encryption of the medical information and data pertaining to their clients or patients. Intentional or inadvertent policy violations may result in a number of legal issues. Sensitivity to time, or many clients, it will not matter if you run an online retail firm and your delivery is a few days late. Nonetheless, it

can be a life-or-death situation in the healthcare industry. For instance, a vendor must deliver on time if a customer depends on them for a certain prescription or a crucial medical gadget. There is no room for any kind of delivery delay because it could seriously harm the clients. So, it is vital for healthcare organisations who are just entering the e-business space to recognise that consistency and dependability should be their top priorities when it comes to delivering and running their business in a way that eliminates any possibility of a delay.

4.2.5 Importance of e-business in the health sector

HW 4 E-business platforms have altered the corporate world in a number of ways by enabling online transactions. It has ushered in a completely new era of business in our lives, one that includes social networking, online banking, online shopping, and an increase in the use of artificial intelligence. Regrettably, most people can no longer afford basic services like doctor visits because healthcare has skyrocketed in price and comes with a high opportunity cost. The healthcare sector has been profoundly impacted by e-commerce and has become much more accessible.

P3It is no longer a secret that rising e-commerce through internet penetration and greater use of mobile/internet apps have caused the global online healthcare environment to explode in recent years. E-commerce has had an impact on innovations in the health and wellness industry across a number of nations, including telemedicine, medical consultation, and carer services, to name just a few.

P4Most customers conduct their own research before choosing a product or service, even if a close friend or member of their family recommends it. You can determine whether or not to become a patient or whether or not a restaurant is as distinctive as you've heard by reading a book review or visiting the website of a healthcare facility. Healthcare professionals must therefore constantly keep an eye on and safeguard their internet reputations.

The quality of healthcare providers' online presence has become a growing concern as consumers abruptly turn to the Internet to buy goods and receive medical attention. In a world where online transactions and record keeping are prevalent, healthcare providers must market

themselves online. According to one online medical industry, their primary care physician or hospital staff refers more than half of their patients. High-profile doctors can gain a lot from using platforms like Yelp. They give potential patients a chance to learn more about the doctor's "bedside manner" and the care culture. Happy patients can further expound on their positive experiences and medical results through review services. In order to maintain their excellent reputations, doctors must battle against the impact of these resources.

Also, it is essential that healthcare organisations allow potential patients to access their websites. Web design that is optimised for mobile devices is among the most important aspects of website strategy. In 2018, 52% of all web traffic was accessed by users using a smartphone or tablet. Sadly, mobile web traffic is occasionally undervalued or even ignored in website design(Kufandirimbwa et al., 2012). Despite the fact that studies show that 40% of users who have a bad mobile experience will transfer to a competitor, 84% of customers have complained about issues with websites they access on their mobile devices. The effectiveness of healthcare providers' mobile websites has a huge impact on whether they retain or lose patients. A decent mobile website needs to possess a few qualities. For instance, doctors should ensure that their websites have speedy server load times, appealing visuals (not too many images or words, but also not too few), and straightforward menus all throughout. Also, the website must accurately reflect the doctor's focus on and areas of expertise in inpatient treatment.

4.3 Discussion and analysis

To understand Internet business models and its future trends, one must be familiar with the history of e-business. It also requires the ability to comprehend the cyclical evolutions that technology itself goes through. The Internet has caused a tremendous transformation for everyone concerned. Customers' access to knowledge and online shopping have drastically altered entire industries and business models. Demand for e-health services and the sector's growth are being fuelled by changes in people's lives, possible cost savings, and a rise in the number of people actively seeking information on their medical conditions. Nowadays, the majority of people take for granted having access to online health resources, making this one of the most popular search terms. The family doctor has now been surpassed by the internet search engine Google as the patient's best friend (Wilson et al., 2021). The existing doctor-patient relationship is already being challenged by e-health 2.0 applications and techniques that give patients more influence. Patients want to actively participate in decisions impacting

their own health rather than simply tolerating the enormous knowledge gap between them and healthcare professionals. For instance, it makes it possible for individuals to have a thorough grasp of a variety of medical illnesses and to be better prepared to ask doctors questions about their own medical situation. To understand Internet business models and its future trends, one must be familiar with the history of e-business. It also requires the ability to comprehend the cyclical evolutions that technology itself goes through. The Internet has caused a tremendous transformation for everyone concerned.

Currently, there are two main types of e-health businesses: those that provide patients and professionals with healthcare and medical information, and those that sell healthcare goods, medications, and devices online. Electronic medical record services are still in their infancy and form the basis for future developments. A number of advantages were found in the study like easy accessibility. This has been made possible by things like telemedicine. Some people are actually very positive about online consultations. The COVID-19 pandemic is more of a push towards e-business at St Giles. Health workers presented a positive attitude towards e-business as well as gaps they feel should be filled. E-business has even made record keeping easy. There were however a few disadvantages that one can note from the findings like need for stronger security, lack of funding and failure to adjust especially in elderly health personnel.

CHAPTER 5: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This final chapter is a conclusion of the research project on electronic business at St Giles Rehabilitation Centre. The chapter outlines chapter summaries from chapter research background to discussion of findings. It further goes to gives implications of the study, recommendations, and suggestions for future study.

5.2Conclusions

The first chapter gave the introduction and background to the study. This study elucidated the benefits and downsides of e-commerce, from the perspective of both the business and its clients. Well, knowing the pros and cons is crucial, since a perk for the customer could become a problem for the company. Companies that succeed weigh the pros and cons of certain actions very carefully before taking them. St Giles Medical Rehabilitation Centre is a non-governmental organisation involved in the rehabilitation of both adults and children with all types of physical disability. Entrepreneurs can learn if running an online store is the correct move for them by considering the pros and cons. Since the advent of the Internet, every facet of human economic life has been revolutionized by e-commerce and its myriad benefits. It seems as though the traditional commercial activities of information, capital, and all of social and economic commerce have been streamlined overnight, with long-term implications.

Problem statement wasraised from the idea that many researchers have looked into e-business in the manufacturing industry and schools and little research has been done in the medical sector, hence, the need to do this study. For efficiency reasons e-business needs to be reviewed especially after the era of COVID-19 electronic business started to be in use greatly. This research therefore desired to examine the use of e-business at St Giles

Rehabilitation Centre to look around its scope and limitation. The research aimed to examine the use of e-business in the health sector, with insights from St Giles Rehabilitation Centre. The objectives of the research were: To identify the perceived usefulness and ease use of Information Technology department in the health sector; To measure the impact of neglecting the e-business side; To explore the magnitude of growth of health facilities in e-business and; To identify the importance of e-business in the health sector.

Chapter 2 aimed to review literature from different scholars in line with the research question which is the use of e-business in the health sector. Literature was reviewed according to the research objectives. E-business was defined as "the application of information and communication technologies in the business context" (typically with web technologies") E-medical business's uses in the healthcare industry are many. Some examples are online nursing and patient care, electronic health record administration, retail sales of medical equipment, and other forms of telemedicine. The expansion of the healthcare technology market has also boosted the growth of the online retail sector, the healthcare industry is ripe with unrealized potential, making it the next frontier for e-commerce. By facilitating business over the internet, e-commerce has greatly influenced the business sector. From the convenience of online retail, banking, and social networking to the rise in the use of artificial intelligence, it has revolutionised the way we conduct business. Healthcare has grown too expensive, and the opportunity cost is rather high, so that most individuals can only afford needed services like doctor's appointments. To boost service delivery and competitiveness, industries across the world are adopting ICTs. Not even health care is an exception. With the use of ICTs, health care delivery and management can be revolutionised. E-Health refers to the practise of employing ICTs (information and communication technologies) to provide medical care.

Consumers' willingness to adopt new technologies in response to their rapid development is influenced by many aspects, including the ease with which they may do so, the satisfaction of their own needs, their sense of safety, and so on. A growing body of literature examines how customers accept novel technologies. The study is to introduced the TAM to the application of e-business in the healthcare industry. Fred Davis first proposed the Technology Acceptance Model (TAM) in 1986 for his dissertation. TAM is an extension of the Theory of Reasonable Action that has been fine-tuned for use in simulating people's reactions to new

forms of technology or information delivery. Davis first explained how people utilise computers using TAM in 1989. According to the TAM 2 presented by (Venkatesh & Davis, 2000), illustrated in Figure 2. Before, during, and after the implementation of a system, this research elaborated on the factors that contributed to users' satisfaction with that system. According to TAM2, how helpful a user thinks a system is based on how well they think it will help them achieve their most important work goals regardless of how they choose to go about doing their job activities (Venkatesh et al., 2003). The outcomes showed that TAM 2 did well in both optional and required settings. An explanation that takes into account how people's minds work when they interact with new technologies. When we combine the models of TAM proposed by (Venkatesh & Davis, 2000), we get four theoretical processes that account for the effects of the various determinants on perceived usefulness and behavioural intention. These processes are as follows: (a) social influence processes; (b) cognitive instrumental processes; and (c) behavioural intention (Silva, 2015).

Chapter 3 focused on research methodology. In this study, the case study research design was used to assess the use of e-business in the health sector. A case is an exploration of a case over time through detailed in-depth data collection involving multiple sources of information rich in context (Cassell et al., 2017). Therefore, a case study research design assisted the study in accessing relevant information pertaining to factors associated with e-business in the health sector. In every research, two chief paradigms of research approach are of prominence, that is, qualitative and quantitative approach. For the aim of the current study, the qualitative approach was utilised. Firstly, to gain a comprehensive understanding of the use of e-business at St Giles Rehabilitation Centre, qualitative data were gathered by means of semi-structured questions utilising the interview guide.

The research was collected data from 20 participants. This comprised of 10 health workers (administration, doctors and nurses), 5 patients and 5 guardians to the patients. The study was conducted at St Giles rehabilitation Centre. In studies such as this one, where findings are not intended to be generalised, non-probability sampling is appropriate. Therefore, a non-probability sampling termed purposive or judgmental sampling was utilised to select the participants. Purposive sampling was used in selecting the study participants. Purposive sampling (known also as selective, subjective, or judgment sampling) is a sampling method

in which researchers attempt to attain a sample that acts as representative of the population (Silverman, 2016). In-depth interviews were conducted for the purposes of this study. In depth interviews are unstructured, personal conversations with the goal of eliciting participants' emotions, feelings, and opinions about a certain research topic. The data acquired from personal interviews was analysed using content analysis. All research ethics were upheld during the data collection process.

Data analysed using content analysis. The following were the main research questions to the study: What limitations and scope are faced by the Information Technology department? What is the impact of neglecting e-business in the health sector? How much further does the health sector grow from the use of e-business? What is the importance of e-business in the health sector? Electronic medical record services are still in their infancy and form the basis for future developments. A number of advantages were found in the study like easy accessibility. This has been made possible by things like telemedicine. Some people are actually very positive about online consultations. The COVID-19 pandemic is more of a push towards e-business at St Giles. Health workers presented a positive attitude towards e-business as well as gaps they feel should be filled. E-business has even made record keeping easy. There were however a few disadvantages that one can note from the findings like need for stronger security, lack of funding and failure to adjust especially in elderly health personnel.

5.3 Implications of the study

From the study business and health implications were drawn.

5.3.1 Business implication

E-business, first and foremost, has a significant positive impact on the public's access to information. As a result, patients and physicians can work together to develop more transparent and well-informed healthcare decisions. Healthcare access in generally has improved thanks to e-business. Consumers are not required to live close to doctors' offices to access health services because e-business concentrates on distant transactions between patient and provider. E-commerce significantly affects healthcare efficiency. Those in need of hospital resources can receive the care they need when non-emergency patients are directed away from doctors' offices and hospitals and into online opportunities. These resources

include tangible medical equipment and supplies as well as the priceless time of doctors and other medical professionals. This improved productivity can be a huge assistance to the medical sector, assisting understaffed and undersupplied hospitals and doctor's offices while also saving lives. The impact on the doctor-patient relationship is one of the fewer technical drawbacks of e-business in the healthcare sector. The trust that develops between patients and doctors is crucial to the success of the doctor-patient relationship and can result in better health outcomes. Yet, office visits' face-to-face component, which helps to build this relationship, is lost in e-business. With their platform, e-business companies must promote this relationship. Online medical professionals take the time to get to know their patients as persons, not just as clients.

5.3.1 Health implications

E-business is soaring on the crest of the healthcare technology industry's expansion. This is due to the fact that there is a lot of untapped potential in the healthcare sector, which is set to become the next big thing in internet commerce. The need for healthcare products as a whole has increased due to the rise in life expectancy and the rise in demand for high-quality healthcare items. However, patients feel e-health is different from one on doctor visits. E-business in the health sector still has a long way to go as people and even other health practitioners are still adamant to change. Some patients avoid consultations electronically as they feel their privacy is not guaranteed

5.4 Recommendations

- ❖ Training of health workers on the importance and advantages of e-business.
- ❖ Stake holders to create platforms that encourage e-health.
- ❖ Open Channel Communication. Enhance communication between hospitals, doctors, and most importantly, healthcare professionals and their various patients.

5.5 Suggestions for future research

Further studies can be carried out in many areas.

- A more detailed research focused on a specific industry would provide valuable information and show the differences between industries for example, the construction industry and the health sector.
- It would be interesting to conduct a quantitative research and explore if there are any differences between companies in different stages of e-commerce development.
- It is also interesting to analyse the influence of e-commerce on the process of internationalisation in the small companies like private surgeries.

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Appendix A: Research questions

Interview guide: E-business in the health sector

For all participants

Research questions

1. What limitations and scope are faced by the IT department?

- a) What do you understand by the term e-business?
- b) What is the role of process and information management?
- c) What advantages has the institution has due to e-business?
- d) What disadvantages has the institution faced due to e-business?
- e) What advantages has the IT department experienced as a result of e-business?
- f) What disadvantages has the IT department faced using IT?

2. What is the impact of neglecting e-business in the health sector?

- a) Do you think e-business has a chance in the health sector?
- b) Does the health sector need e-business? Why?
- c) What is the main use of e-business in the health sector?
- d) Has St Giles suffered any consequence for neglecting e-business?
- e) Should St Giles adjust to the new idea of e-business or stick to the traditional business

operations?

- f) How best can e-business be then improved by the institution?

3. How much further does the health sector grow from the use of e-business?

- a) What business area have you seen experience growth at St Giles?
- b) What do you think should be done at St Giles to enhance e-business?
- c) Why is e-business in Healthcare different from other industries?
- d) What is the status quo of e-business at St Giles?
- e) What changes have you experienced in the health sector generally as a result of e-business?
- f) What changes have you experienced particularly at St Giles as an outcome of e-business?

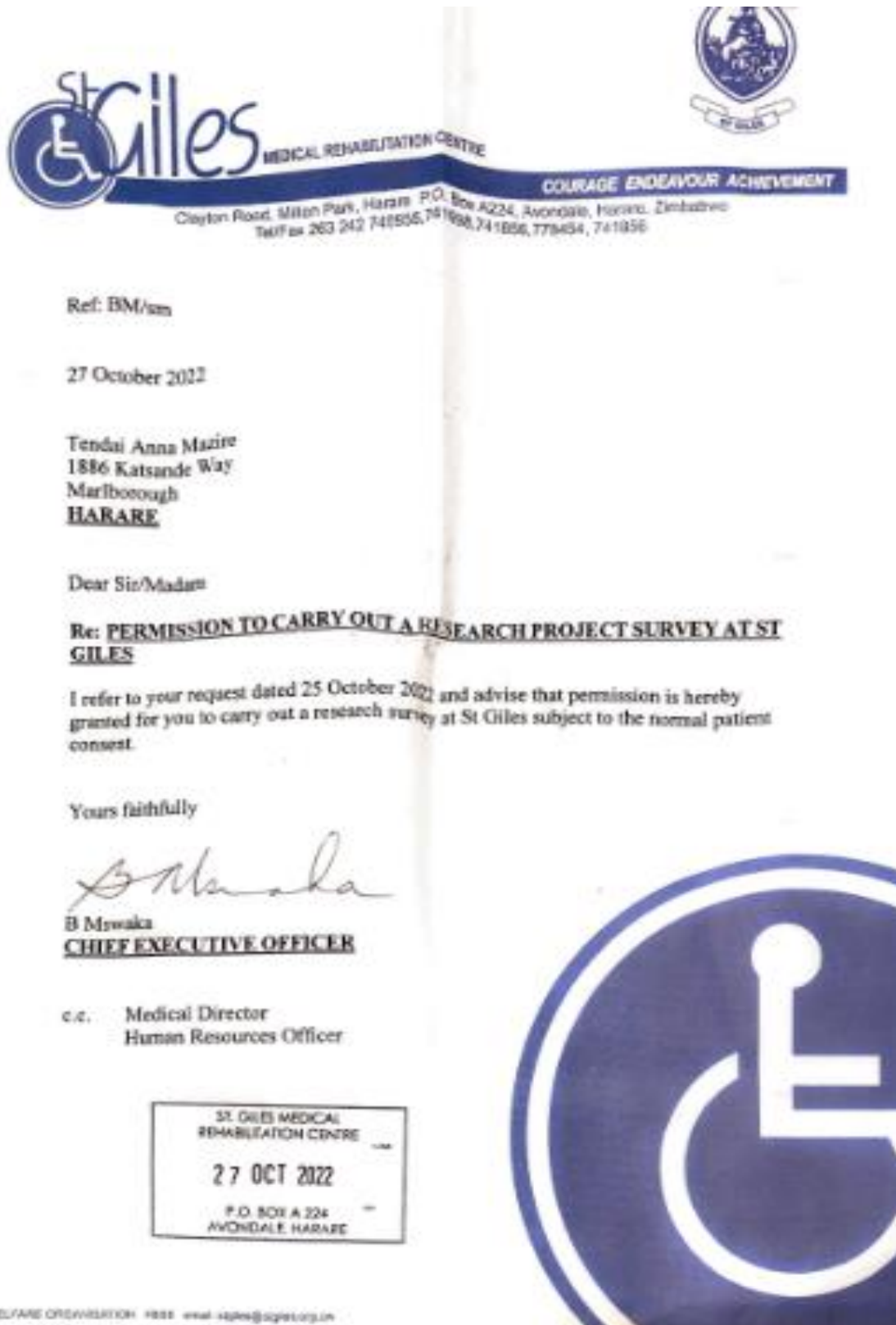
4. What is the importance of e-business in the health sector?

- a) What advantages have you noticed so far at St Giles that are a result of e-business?
- b) Would you recommend e-business or you prefer the old health care operations?
- c) Who do you think benefits from e-business?
- d) Is it of any advantage to the patients?
- e) Is it of any advantage to the guardians?
- f) How best do you think healthcare facilities can be improved in line with e-business?

Closing question

- ❖ Do you have any question or anything to add on that you think was not part of the interview questions?

Appendix B: Approval Letter



Appendix B : AUREC approval letter



AFRICA UNIVERSITY RESEARCH ETHICS COMMITTEE (AUREC)

P.O. Box 1330 Mutare, Zimbabwe, Off Nyanga Road, Old Mutare-Tel (+263-20) 60075/60036/61611 Fax: (+263 20) 61785 website: www.african.edu

Ref: AU2757/23

12 April, 2023

TENDAI ANNA MAZIRE
C/O Africa University
Box 1330

MUTARE

RE: ELECTRONIC BUSINESS AT ST GILES REHABILITATION CENTRE

Thank you for the above-titled proposal that you submitted to the Africa University Research Ethics Committee for review. Please be advised that AUREC has reviewed and approved your application to conduct the above research.

The approval is based on the following:

- a) Research proposal
 - **APPROVAL NUMBER** AUREC 2757/23
This number should be used on all correspondences, consent forms, and appropriate documents.
 - **AUREC MEETING DATE** NA
 - **APPROVAL DATE** April 12, 2023
 - **EXPIRATION DATE** April 12, 2024
 - **TYPE OF MEETING** Expedited
After the expiration date, this research may only continue upon renewal. For purposes of renewal, a progress report on a standard AUREC form should be submitted a month before the expiration date.
 - **SERIOUS ADVERSE EVENTS** All serious problems having to do with subject safety must be reported to AUREC within 3 working days on standard AUREC form.
 - **MODIFICATIONS** Prior AUREC approval is required before implementing any changes in the proposal (including changes in the consent documents)
 - **TERMINATION OF STUDY** Upon termination of the study a report has to be submitted to AUREC.



Yours Faithfully

MARY CHINZOU
ASSISTANT RESEARCH OFFICER: FOR CHAIRPERSON
AFRICA UNIVERSITY RESEARCH ETHICS COMMITTEE