

# **BUSINESS TO BUSINESS (B2B) E-COMMERCE ADOPTION AND ORGANIZATIONAL GROWTH FOOD AND BEVERAGE SECTOR, SRI LANKA**

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This paper emphasizes on the adoption level of B2B e-Commerce (B2BEC) and analyze the influence of related Technological, Organizational, and Environmental (TOE) factors on the e-commerce adoption decision quantitatively by considering the evidence from in Food and Beverage sector (F&B) in Sri Lankan context with the organizational performance. Study adopts both qualitative and quantitative aspects with a sample of 60 respondents, consists Executive and Managerial level employees in F&B sector adopting the purposive sampling technique. Primary data collected and performed Correlation and Regression analysis to determine the influence of related Technological, Organizational, and Environmental factors on the level of adoption. Findings concluded that the Technological, Organizational, and Environmental contexts can positively influence the level of B2BEC adoption and there was a strong positive relationship between those two variables. Qualitative aspects were tested using thematic analysis and conclude that organizational performance was inspired by the level of e-commerce adoption in the organization. Further, e-commerce adoption helps the managers to keep track with the existing customers and increase the companies' market share and companies are able to generate more financial and non-financial offerings for their customer base and it creates more room to reach for efficiency and productivity thus the adoption create operational and maintenance issues.

**Keywords:** *B2B; E-commerce; TOE framework; Food and beverage sector; Organizational performance*

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