



Title of research project

The perception of the impact of digital tools on the customer's decision-making and purchasing process in the B2B context

Description of research project

The objective of this work is to highlight the perception of the impact of digital tools on the decision-making and purchasing process in BtoB.

In the professional world, many diverse and varied digital tools have appeared. And this phenomenon has intensified during this period of crisis linked to the Coronavirus. More or less sophisticated, these tools impact the decision-making and purchasing processes of companies. Quotation and ordering platforms, digital models, tools for sharing secure documents or even electronic signatures ... digital tools have certain advantages such as saving time and efficiency, and their availability. They allow companies to lighten their processes and facilitate remote collaboration ... Beyond these obvious advantages, this work highlights a much more complex phenomenon.

Indeed, the indirect impacts are also numerous. The field study shows that the increasingly increased development of digital tools in companies is causing considerable changes and concerns among professionals. We find again the man-machine debate which shows the concern and the fear of the collaborators. There is also mistrust of certain types of technology most often related to artificial intelligence. Some managers face new challenges such as the acceptance of these tools by employees and their ability to adapt.

More generally, this study addresses the issue of the digital transition of companies and business sectors, which shows a lack of homogeneity in terms of development. The multiple facets of this study make it possible to establish a set of conditions necessary for a positive and significant impact of digital tools on these business processes.

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