

韓國 輸出企業

貿易 具現

成果

\*

Implementation and Performance of Cyber Trade via Internet in Korean Exporting Firms

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(ABSTRACT)

Key Word : , , , EDI, 가

<p>1. 가</p> <p>2. 가</p> <p>3.</p> <p>4.</p>	<p>1.</p> <p>2.</p> <p>3. 가</p> <p>4.</p> <p>*</p>
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(cyber space) 가  
 , (electronic commerce: EC)  
 (internet) WTO 가  
 (world wide web: WWW) 가 가  
 가 가 , , , ,  
 가 가  
 가 (KOTRA) (KITA),  
 (KINET)  
 가 가  
 가 가  
 (theory of innovation diffusion)  
 (strategic management) 가 가  
 (Korea Trade Network: KINET)  
 SPSS/ PC , ,

II.

2가  
 EDI  
 가  
 가  
 (Wood, 1995). Malone (1987)  
 가  
 EDI  
 가  
 Nath (1998), McGowan(1994), Hoffman (1995),  
 가  
 Hart and Saunders(1998) 가  
 가 , Hwang(1991) Kym(1991)

### III.

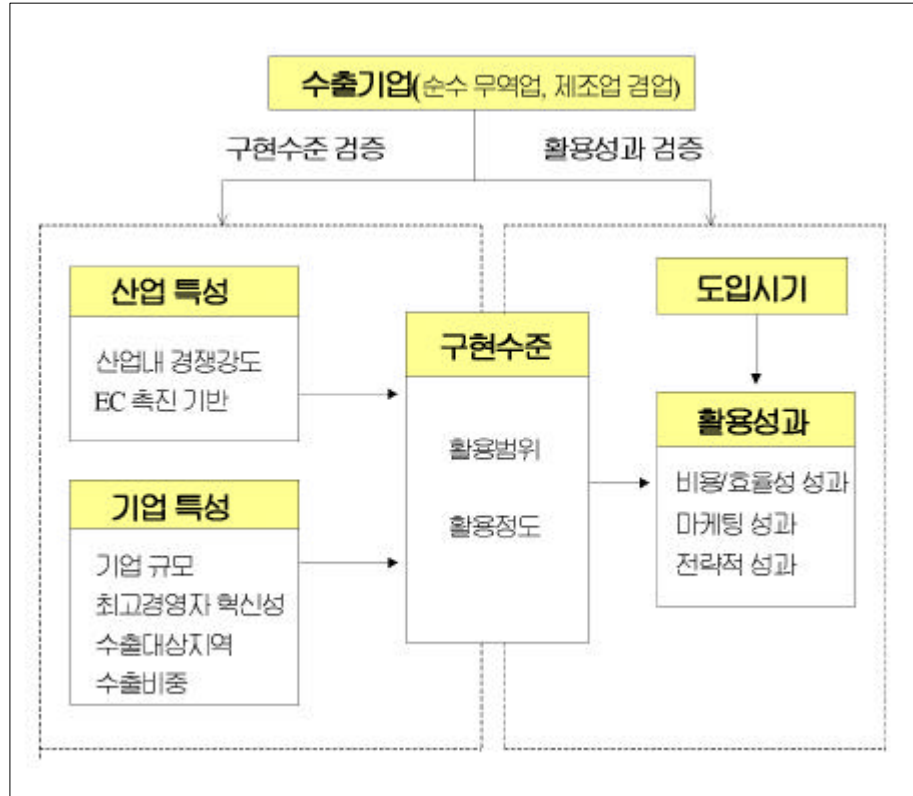
#### 1.

EDI [ 3-1]

가  
 가  
 Hart and Saunders(1998)

가

[ 3-1]

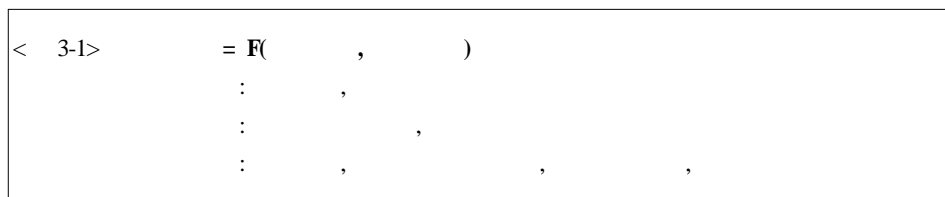


2. 가

가

1

< 3-1>



EDI

(Hwang, 1991; Kym, 1991; McGowan, 1994; , 1995; 2 , 1996; Ko and Balthazard, 1997; Szyperski and Klein, 1997; , 1997; , 1998).

(Kym, 1991; Hwang, 1991; McGowan, 1994; , 1995; 2 , 1996; , 1997; , 1998).

가

H1 가 H6 6가 가

H1: 가  
 H2:  
 H3: 가  
 H4: 가  
 H5:  
 H6:

, 2 가 가  
 < 3-2>

< 3-2> = F( , )  
 : / , ,  
 : ,  
 :

가

(Hwang, 1991; Kym, 1991; , 1998). Emmelhainz(1986)  
 ( ) ( , , )  
 . Hinge(1988) , 가  
 , . Dearing(1990)

2 2

, , .  
, , 3가 .

가 가 (Hwang, 1991; Kym, 1991).

가 H7-1, H7-2, H8-1, H8-2, H9-1, H9-2 6 가 .

H7-1:		/	.
H7-2:	가	/	.
H8-1:			.
H8-2:	가		.
H9-1:			.
H9-2:	가		.

3.

(operational definition) < 3-1> .  
Cronbach's

< 3-1 >

		가 , ,	Kym (1991), Hwang(1991), (1995), (1996),
		/ , EC	Kym(1991), Premkumar et al. (1994), McGowan(1996), (1998), (1996)
			Kym(1991), (1996), (1995)
			Kym(1991), Hwang(1991), McGowan(1996), (1995), (1997), (1998)
			Wood(1995)
			Wood(1995), (1995)
		WWW	Prescott and Slyke(1997), Ko and Balthazard(1997), Selz and Schubert(1998) 2 (1998) Krubel(1998)
			Prescott and Slyke(1997) 2 (1998)
			Hwang(1991), Kym(1991)
			Dearing(1990), Kym(1991), Hwang(1991), McGowan(1994), (1997), (1998)
		/	Dearing(1990), Hwang(1991), McGowan(1994), (1996), (1997), (1998)
			Wood(1995), (1998)

4.

(1)

가 , 가

(ECRC) ' 22

2 2

5

가

가

EC Korea([http:// www.eckorea.net](http://www.eckorea.net))

가

EC Korea

(KTNET),

(KOTIS)

가

1,000

1999 2 24

4 3

23.6%

236

FAX

E-Mail

28

20.8%

208

(2)

, 가

(frequency analysis)

가

(factor analysis)

가

Cronbach

가

가

(multiple regression analysis)

#### IV.

1.



(1) 가 40%, 가 60%

(< 4-1> ).

< 4-1>

		(%)
	83	39.9
	125	60.1
	208	100.0

24%, 19%

(< 4-2> ).

< 4-2>

		(%)
	3	1.4
	49	23.6
	10	4.8
가	5	2.4
	18	8.7
	32	15.4
	10	4.8
	40	19.2
	9	4.3
	5	2.4
	27	13.0
	208	100.0

(2) 10 53% , 90% 가 300 ,

2 2  
 300 11% .  
 가 .  
 67% 1-2  
 , 23% . 3-6  
 , 7 2%  
 .  
 (< 4-3> ).

< 4-3>

			(%)
	10	111	53.4
	11 -50	46	22.1
	51 -100	13	6.3
	101 -300	16	7.7
	301	22	10.6
		208	100.0
	1-2	48	23.1
	3-4	139	66.8
	5-6	12	5.8
	7	5	2.4
		4	1.9
		208	100.0

(3)  
 60% 5 가 , 35%  
 6-20 , 21 가 3%  
 . 가  
 57%, 43%  
 60% 5 (<  
 4-4> ).

< 4-4> 가 ,

		(%)	
가	5	129	62.0
	6-10	40	19.2
	11-15	21	10.1
	15-20	12	5.8
	21	6	2.9
		208	100.0
		119	57.2
		89	42.8
		208	100.0
	5	116	55.8
	6-10	31	14.9
	11-15	19	9.1
	16-20	11	5.3
	21	31	14.9
		208	100.0

(4)

74% 1997

(< 4-5> ).

< 4-5>

	(%)	
1994	13	6.3
1995	17	8.2
1996	25	12.0
1997	87	41.8
1998	66	31.7
	208	100.0

2.

(1)

, , 가 , 가  
2

2 2

< 4-6>

(R<sup>2</sup>) 0.294  
12.557 0.000

, F

Hwang(1991), McGowan(1994), Kalakota

and Whinston(1996)

가

가

< 4-6>

	1.256 (0.211)	-0.555 (0.581)	1.911* (0.059)
	4.672*** (0.000)	2.668*** (0.009)	3.571*** (0.001)
	2.049** (0.043)	2.156** (0.035)	0.310 (0.757)
	2.337** (0.021)	1.506 (0.137)	1.692* (0.094)
	1.082 (0.281)	0.724 (0.472)	0.719 (0.474)
	0.956 (0.340)	1.669* (0.100)	-0.011 (0.991)
R <sup>2</sup>	0.294	0.321	0.298
(Adjusted R <sup>2</sup> )	(0.271)	(0.262)	(0.258)
F	12.557***	5.447***	7.437***
(p )	(0.000)	(0.000)	(0.000)

\*\*\* 99%

\*\* 95%

\* 90%

<

4-7> , (R<sup>2</sup>) 0.370 , F  
 17.557 0.000  
 Hwang(1991),  
 McGowan(1994), (1995), 2 (1996), (1997)  
 Kym(1991), Hwang(1991), (1997), (1998)  
 Wood(1995), 2 (1996)

가

< 4-7>

	0.533 (0.595)	-0.366 (0.715)	1.203 (0.232)
	2.037** (0.043)	1.379 (0.172)	1.523 (0.131)
	0.061 (0.952)	-0.448 (0.656)	0.363 (0.718)
	3.971*** (0.000)	2.1274*** (0.002)	2.031** (0.045)
	0.541 (0.589)	0.459 (0.648)	0.461 (0.646)
	5.577*** (0.000)	1.369 (0.176)	5.842*** (0.000)
R <sup>2</sup>	0.370	0.248	0.460
(Adjusted R <sup>2</sup> )	(0.349)	(0.182)	(0.429)
F	17.698***	3.785***	14.898***
(p )	(0.000)	(0.003)	(0.000)

\*\*\*: 99%

\*\* : 95%

\* : 90%

가

2 2

(2) / 가

, 가 , , 3 가

/ , , 가 .

< 4-8>

(R<sup>2</sup>)가 0.267 , F 22.473 0.000

Hwang (1991), McGowan(1994), (1998) /

가 Hwang(1991), Kym(1991)

p 0.000 99%

, p 0.069 90%

가

/ 가

가

< 4-8> / /

	1.832*	1.362	1.323
	(0.069)	(0.178)	(0.189)
	3.314***	2.430**	2.619***
	(0.001)	(0.018)	(0.010)
	5.602***	1.253	5.775***
	(0.000)	(0.214)	(0.000)
R <sup>2</sup>	0.267	0.173	0.334
(Adjusted R <sup>2</sup> )	(0.255)	(0.138)	(0.316)
F	22.473***	4.939***	18.371***
(p )	(0.00)	(0.004)	(0.000)

\*\*\* 99%

\*\* 95%

\* 90%

/ (R<sup>2</sup>) 0.166

, F 12.498 0.000

(< 4-9> ).

Malone et al.(1987) ' 가 '

Bakos(1998) ' ' 가

0.007, 0.001, 0.008  
 p 0.069  
 1%  
 10%  
 가  
 가  
 가  
 가  
 가  
 가  
 가  
 가  
 가

< 4-9> /

		2.723*** (0.007)	2.720*** (0.008)	1.076 (0.284)
		3.283*** (0.001)	3.043*** (0.003)	2.664*** (0.009)
		2.668*** (0.008)	-1.467 (0.147)	3.695*** (0.000)
	R <sup>2</sup>	0.166	0.179	0.215
	(Adjusted R <sup>2</sup> )	(0.162)	(0.145)	(0.194)
	F	12.498***	5.313***	10.208***
	(p)	(0.000)	(0.002)	(0.000)

\*\*\* 99%      \*\* 95%      \* 90%

(R<sup>2</sup>) 0.301 , F 27.033  
 0.000  
 가 , Dearing(1990), Hwang(1991),  
 Krubel(1998), (1997), (1998)  
 p 0.000 1%  
 , p 0.016 0.013 5%  
 (< 4-10> ).  
 가

2 2

가

가

가

가

가

< 4-10> /

		2.422** (0.016)	3.012*** (0.004)	0.407 (0.685)
		2.496** (0.013)	1.537 (0.129)	2.525** (0.013)
		6.773*** (0.000)	2.189** (0.032)	6.276*** (0.000)
	R <sup>2</sup>	0.301	0.231	0.346
	(Adjusted R <sup>2</sup> )	(0.290)	(0.199)	(0.328)
	F	27.033***	7.305***	19.588***
	(p )	(0.000)	(0.000)	(0.000)

\*\*\* 99%

\*\* 95%

\* 90%

### 3. 가

< 4-7> < 4-10>

가

< 4-11>

가

(1)

가

<가

2> <가 4>

<가 3> <가 6>

<가



1> <가 5>

< 4-11> 가

가							
<가 1>		X	X	X	X	*	X
<가 2>		***	**	***	X	***	X
<가 3>		**	X	**	X	X	**
<가 4>		**	***	X	***	*	**
<가 5>		X	X	X	X	X	X
<가 6>		X	***	*	X	X	***

\*\*\*: 99%

\*\* : 95%

\*: 90%

x:

(2)

가

가

, / , ,  
 가  
 / <가 7-1> <가 7-2>, <가 8-1> <가 8-2>, <가 9-1> <가 9-2> (< 4-12> ).

< 4-12> / ( )

가				
	가	*	**	**
		***	**	**
	가	H7-1	H8-1	H9-1
	가	***	***	***
		H7-2	H8-2	H9-2

\*\*\*: 99%

\*\* : 95%

\*: 90%

x:

/ , , 1%

가

Hwang(1991)

(early adopter)가

4.

가 1 가 2 가

가 가 2 가

( , )

가

가

( , ) ( / )

가

가

가

### V.

가

(Innovation Diffusion Theory), (Strategic Management Theory)

가

가

가

가

LISREL, ANOVA  
EDI

가

#### 1.

「  
SPSS/ PC+」, 1995.  
「  
」, 1998.

, " , 1988.

. , 「 , 1998.

. , 「 EDI, , 1998.

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, " " , 「 , 4 1 , 1999.5.

, 「 , 1998.5.

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. . , " EDI " , 「 , 20 2 , , 1995.11.

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\_\_\_\_\_, " . . " , 「 , , 1999.12.

. , " " , 「 , 24 3 , , 1999.12.

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, 「 , 1996.

. , " " , 「 , 9 20 , 1997.11.1, pp.23-25.

. . , " : " , 「 , 24 1 , , 1999.6.

, " " , , 1996.

, " " , 「'97 , 1997, pp.45-58.

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, 「 : , 1994.

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