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Towards an importance–performance analysis of factors affecting e-business diffusion in the wood industry

Simon Thanh-Nam Trang, Sebastian Zander, Bastiaan de Visser, Lutz M. Kolbe

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Simon Thanh-Nam Trang ^a

Sebastian Zander ^a

Bastiaan de Visser ^b

Lutz M. Kolbe ^a

^a Chair of Information Management, DFG Research Training Group 1703 'Resource Efficiency in Interorganizational Networks', University of Goettingen, Platz der Goettinger Sieben 5, 37073 Goettingen, Germany

^bChair of Information Management, University of Goettingen, Platz der Goettinger Sieben 5, 37073 Goettingen, Germany

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