The Six Critical Success Factors of e-Business Strategy. Several authors of leading electronic commerce books have considered why organizations are compelled to pursue an e-business strategy and how to do so. For example: • Walid Mougayar (1998b) describes eight "business catalysts" that are speeding up organizations' reactions to the impact of the Internet. • An e-business recognizes that power is shifting to the consumer. In the one-to-many hierarchical information flow that characterized the Industrial Age, information flowed one way, from the producer to the consumers. Critical success factor (CSF) is a management term for an element that is necessary for an organization or project to achieve its mission. To achieve their goals they need to be aware of each key success factor (KSF) and the variations between the keys and the different roles key result area (KRA). A CSF is a critical factor or activity required for ensuring the success of a company or an organization. The term was initially used in the world of data analysis and business analysis. For example, a CSF...