



# Investigating the Impact of Cloud Infrastructure Capabilities on the Quality of Electronic Services, Customer Relation Management Capability and Electronic Business Performance

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**Abstract**— The purpose of the present study was to investigate the effect of cloud infrastructure capabilities on the quality of electronic services (e-service), customer relationship management capability and electronic business (e-business) performance. In respect to method, the research was a descriptive survey. 325 directors, deputies and supervisors of the Pasargad Bank participated in the research. A questionnaire was used to collect data. Structural equation modeling along with SMARTPLS software was used to analyze the data. The results showed that the impact of cloud infrastructure flexibility on the quality of electronic services, the ability to manage customer relations and the performance of electronic business is positive and significant. The impact of cloud infrastructure integration on the quality of electronic services, the ability to manage customer relations and the performance of e-business is positive and significant. The impact of e-service quality and Customers relation management capability on e-business performance is positive and significant.

**Keywords:** Cloud infrastructure capabilities, E-Service quality, Customers relation management capability, Business performance.

## I. INTRODUCTION

In today's world, "e" means intensive Internet influence and impact on all affairs and sectors of society, including industry, commerce and economics. Information technology has had a major impact on all economic, commercial and occupational areas, so that an electronic version has been created for every business phenomenon. E-banking, e-money,

e-government, e-economy, e-market, e-business, e-commerce, e-employee and, in short, everything electronic [1]. The electronic business in general terms involves the use of new technologies for the establishment of communication between manufacturers, vendors, suppliers and, in general, providers of goods and services on the one hand, and buyer and consumer or, in general, the customer on the other hand, in order to make better decisions, optimizing goods and services, reducing costs and opening new channels [2]. E-business has experienced high growth over the last decade as one of the subsectors of information and communication technology. In general, the policy of most commercial firms is to adopt and use electronic business in order to enter the global markets and attract new and effective customers in this direction [3]. E-business performance is one of the most important structures discussed in management researches and is undoubtedly the most important measure of success in business firms [4].

Investigating the company's business performance is in order to improve the company's future performance. Business owners use business performance to track the goals and objectives of the company. Investors use business performance to evaluate financial indicators and overall productivity. By using business performance, management will analyze past performance and make necessary future adaptation; and employees use business performance to track profitability to fit reward measures [5]. Therefore, the survival and success of organizations in today's competitive environment, which transformation, complexity and uncertainty are its main properties, requires the adoption and