

CLOUD ENTERPRISE RESOURCE PLANNING SYSTEM AND ORGANIZATIONAL EFFECTIVENESS OF ONLINE RETAILERS IN RIVERS STATE

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Abstract: The purpose of this study was to investigate the impact of Cloud ERP adoption on organizational effectiveness in the online retail sector within the context of a developing economy, such as Nigeria. The study was obliged by insufficient empirical substantiation from a developing economy's perspective. The study adopted a positivist, quantitative research design, with cross-sectional field survey data collection mode. The target population was 10 online retail companies in Rivers State and, data were composed from 30 management staff of the online retail firms studied. Data was analyzed by means of the simple regression analysis technique. The study finds that Cloud ERP positively and significantly influences goal accomplishment, and that Cloud ERP positively and significantly influences strategic constituencies' satisfaction. The study therefore, concludes that Cloud ERP positively and significantly influence organizational effectiveness of online retailers in Rivers State, and recommends that, Online retailers should prioritize Cloud ERP adoption in order to attract and enhance goal accomplishment and strategic constituencies satisfaction and thus enhance organizational effectiveness.

Keywords: Cloud ERP, Goal accomplishment, Organizational effectiveness, Strategic constituencies' satisfaction

INTRODUCTION

The continued existence and long term performance of a business depends largely upon its appetite for; and aptitude to demonstrate effectiveness. Effectiveness thus connotes unbroken enhancement in the inner competency arrangement to be receptive to ever shifting opportunities and threats in innumerable faces of the environment. One of the leading themes in management sciences is organizational effectiveness (OE) (Goodman & Saks, 1977; Biswas, 2010), which is a pointer of how meritoriously a business is in reaching the results that it anticipates to generate. In the constantly changing business environment of today, organizations are required to stay watchful for openings and trials in their external and internal environments so as to sustain their competitiveness and development (Sutrisno, Effendy & Prathivi, 2019). Towards that end, one way organizations may attain effectiveness is by fronting technological innovation. Organizational effectiveness has been signposted to be decidable by the enterprise resource planning (ERP). Enterprise resource planning system is a set of integrated programmes that is capable of managing an organisation's vital business operation for an entire multi-site or global system (Gabriel, 2012), and it is a foremost decider of organizational accomplishment, performance and competitiveness in information technology (Dhaafri, Swidi Yusoff, 2016).

ERP has been acknowledged as one of the most substantial technological innovations (Dhaafri *et al.*, 2016). Kaaria and Njuguna (2019) labeled ERP as a non-software connection. ERP is capable of assimilating manifold building blocks as well as managing an all-inclusive organization. ERP's services can dilute the density of data and boost effortlessness in managing internal and external activities which in due course leads to better efficiency, and businesses are gradually using enterprise resource planning (ERP) systems to successfully amalgamate and manage their miscellaneous information and methods contained by their businesses.

However, application of orthodox ERP systems brings about high developing and preservation costs for companies, which possibly metamorphose into heighten business outlays which contribute to poor organizational effectiveness. It is therefore, clear as crystal that, on-premises solutions can be onerous to execute and demanding to advance necessary direct investment (Scedberg & Moutaz, 2018). Therefore, businesses in contemporary times have been enthusiastic to transfer their ERP system to the cloud as a way of deciphering these concerns (Bjelland

& Moutaz, 2018).

Cloud ERP is an aspect of a broadly stretched sequence of cloud services that takes account of online personal data storage, companies-based services such as mailing system and cloud-based modules, cloud virtual machines and supplementary cloud services that are anchored on the virtual cloud computing podium. Cloud ERP provides dissimilar valuable features for diverse companies 'specifically public companies as they are well-thought-out as the massive mainstream of Cloud ERP consumers (Wrycza, 2011). According to Panorama Consulting Group (2020), 62,70% of companies investigated opted for cloud ERP systems as a substitute for on-premises ERP systems (Besides, ERP arrangements permit companies to backup time and energy to profit from them in the improvement of other significant business processes. Cloud ERP has turned out to be an attention-grabbing research area and has seriously been investigated owing to its potential advantages to businesses. However, there is limited empirical research in the area of cloud ERP adoption, as earlier studies have mostly acknowledged factors anchored on theoretical literature appraisal, but not empirical studies (Nedbal & Stieninger, 2018).

Some recent empirical studies addressed the adoption of Cloud ERP in organizations. For instance, Nizar (2021) investigated the transformation route from using customary enterprise resource planning (ERP) system putting into practice Cloud ERP system in the UAE public sector, Awan *et al.* (2021) examined the challenges faced by Pakistani SMEs. in adopting the cloud-based ERP scheme, AlMuhayfith and Shaiti (2020) looked at the impact of an ERPs usage on the financial and non-financial performance of the Saudi SMEs, Adejare, Arfan and Shahizan (2019) studied the mediating role of enterprise resource planning (ERP) system adoption on the relationship between performance of medium enterprises (PMEs) and organizational culture in South Western Nigeria, and Othman, Othman, and Othman (2018) investigated the influence of enterprise resource planning (ERP) quality dimensions on organizational performance in Pakistan. This current study hopes to expand the capacity of existing cloud ERP literature by examining the adoption of Cloud ERP among Nigerian online retailers in order to spot an apparent scheme of the significant role of Cloud ERP adoption in enhancing organizational effectiveness in their industries. Based on the technology-organization environmental framework, this study investigates the effect of adoption of Cloud ERP on organizational effectiveness of online retailers in River State.

Research Objectives

The main objective of this study is to determine the influence of Cloud ERP adoption on organizational effectiveness of online retailers in Rivers State. The specific objectives are:

1. To examine the influence of Cloud ERP adoption on Goal Accomplishment of online retailers in Rivers State.
2. To examine the influence of Cloud ERP on Strategic Constituencies Satisfaction of online retailers in Rivers State.

Research Questions

RQ1: To what extent does Cloud ERP adoption influence Goal Accomplishment of online retailers in Rivers State?

RQ2: To what extent does Cloud ERP influence Strategic Constituencies Satisfaction of online retailers in Rivers State?

LITERATURE REVIEW AND HYPOTHESES

Technology Organization Environment (TOE)

The TOE model was developed by Tarnatzky and Fleibher (1990) and it is a framework that suggests that technological innovation adoption is a task of three features: Organizational context, Environmental context and Technological context (Jameel & Ahmed, 2019; Baker 2012). TOE is one of the most across-the-board speculative structures on ICT adoption, making obtainable all-embracing surroundings of technology adoption and application and foretells the feeling on value chain agility and the guaranteed transmission of dynamics that influence business decision. (Wang, Wang & Yang, 2010; Salwani, Marthandan, Narzaidi & Cheng, 2009; Lin & Lin, 2008). The adoption of technology has been linked with a number of competitive advantage and operation

fineness (Al-Gharaibah, 2020; Al-gharaibah, 2020).

Several studies carried out towards understanding the dynamics that spur the use of innovative technology exist in literature (Eneizan *et al.*, 2020; Jameal & Ahmed, 2019; Jameel, 2018), and a few previous studies have applied Technology-Organization-Environment as a useful framework to anchor their studies, because it assist in appreciating the predictors of adoption of new technology such as cloud technology (Hassan, 2020; Yunis & Zekri, 2020; Bolkolo, 2020; Ahmed, 2020; Kahali, Safia & Muktar, 2019).

It has been greatly acknowledged that the adoption of technologies can advance companies organizational performance (Alaarj, Mohamed & Ahmed Bustamen, 2018; Ahmed, 2018; Alaarj, 2018). The use of technology has been associated with several competitive advantage and operation excellence (Al-Gharaibah, 2020; Al-gharaibah, 2020). This study conceptualizes Cloud ERP adoption by means of the TOE framework standpoint as a supposedly clued-up conglomerate of established constructs adopted for cloud ERP across technological, organizational and environmental perceptions of a business to categorize prognostic dynamics that can lead to organizational effectiveness of online retailers in Rivers State.

The Concept of Cloud ERP

Cloud ERP is a somewhat new idea, and businesses are still becoming skilled about its benefits and constraints. Cloud ERP is a cloud solution intended at sustaining and putting together a firm's business practices as service applications delivered on the Internet, and the software and hardware in the centre of data which tender those services. This cloud solution is likewise branded as software as a service (SaaS) and supplies lower costs, time savings, higher scalability, and is stress-free to promote (Yasiukovich & Moutaz, 2020). Software as a service has gradually inspired a habitual advancement pathway of activities in the information technology neighborhood of inquisitiveness (Ikegwuru & Harcourt, 2019).

Cloud ERP systems can be copiously presented by a third-party vendor and log on online devoid of local installation (Yasiukovich & Moutaz, 2020). The peril of data loss and security unease are confirmed as supplementary obstacles. Even though security was the mainly widespread obstacle in existing scholarly inquiries, nevertheless, more than a few researches establish it to be the slightest regular obstacle for adoption conclusions (Panama Consulting Group, 2020). Cloud ERP adoption as defined by this present study is therefore, the degree of online retailers' business adoption of Cloud ERP system in their operations.

Organizational Effectiveness

Organizational effectiveness is a concept businesses use to gauge how correctly they are at attaining projected results. Organizational effectiveness exemplifies the extent to which businesses realize the goals they have decided upon. Organization effectiveness is defined in terms of profitability. For managers to maximize the profitability of their companies, they must keep away from problems emanating from high employee turnover and absenteeism (Oluleye, 2020). Since the market for capable employees is a function of supply and demand force, companies ought to proffer enticements that are not too little to dispirit aspirant from applying, and not too needlessly high as to detract from the company's profit maximization potential (Oluleye, 2020).

Ziebecki (2013) maintained that organizational effectiveness is frequently accessible as a multidimensional standard and this makes it possible to categorize a mixture of varieties of outputs and specify reasons for a definite intensity of performance in a particular organizational system. Organizational effectiveness is measured in terms of: subjective indicators (Sharma & Kaur, 2011) and objective indicators (Ashraf & Khan, 2013). These constitutes monetary or numeric measures, which comprises, profit, production rate, etc. (Sharma & Kaur, 2011).

Effectiveness is thus an extensive notion that takes into consideration a range of variables at various levels, and evaluates the extent to which the multiple goals are attained. Organizational effectiveness involves probing the configuration between the major areas and improving them, invalidating the trade-offs amid consistency, rapidity and excellence in those areas, devising of successful plans in those nucleus areas and facilitating competence assemblage, redesigning configurations, transforming procedures. The four dimensions of organizational effectiveness embrace goal accomplishment, resource acquisition, internal processes and strategic constituencies' satisfaction. This study in line with Preffer & Salancik (2003) and Perrow (1961) adopts goal accomplishment and

strategic constituencies' satisfaction as the measures of organizational effectiveness.

Goal Accomplishment is when the organization accomplishes its stated goals (Preffer & Salancik, 2003; Perrow, 1961). Goal-Accomplishment decides organizational effectiveness by shaping the degree to which a business accomplishes the goals it has established. This model has an extensive scope and describes quantitative valuation of a company's profit and productivity maximization, shareholder value and social and environmental impact (A Practitioners Guide to Organizational Effectiveness, 2020). This approach is subject to a postulation that businesses is rational, premeditated and goal-driven, and prioritizes the end result over the means of attaining organizational effectiveness (Perrow, 1961)

Strategic Constituencies Satisfaction institutes that organizational effectiveness is decided by reference to its facility to meet the demands imposed by its major shareholders - or "constituents", from which it necessitates nonstop sustenance to remain in existence (Preffer & Salancik, 2003). Strategic constituencies approach presumes that a business is made up of a number of political grounds with vested interests that contend for control over inadequate resources (Love & Skitmore, 1996) As the firm must satisfy the requirements of these constituent parts to continue its existence, effectiveness is acquired by making certain the requirements and expectations of the strategic constituencies are satisfied (Keeley, 1978). Strategic constituencies approach also explains for modification in the neighboring environment, whereby a firm must tactically prioritize which constituencies are the most elementary to its continuing survival to function effectively (Hitt *et al.*, 1998)

EMPIRICAL REVIEW

Nizar (2021) investigated the transformation process from using regular enterprise resource planning (ERP) system into implementing Cloud ERP system in the UAE public sector by means of a qualitative case study and in-depth interviews The findings established that the transformation process to Cloud ERP could result in diverse practical advantages in an organization's controlling system, cost reduction and profitability. Equally, outcomes disclosed that the effectiveness of putting into practice cloud ERP is reliable on the provider's professionalism; therefore resulting in issues connected to curtailed organizational independence. Furthermore, the study found supplied confirmed clarifications concerning the contentious misapprehension of Cloud ERP's privacy issues.

Awan et al. (2021) examined the challenges faced by Pakistani SMEs in adopting cloud-based ERP system. A qualitative research method coupled with unstructured interviews was performed through personal contact. Data were composed from eight well-known organizations, directly concerned in the adoption. The study discovered ten (10) subject matter that are unenthusiastic to adopt cloud ERP among Pakistani SMEs.

AlMuhayfith and Shaiti (2020) examine the influence of an ERPs usage on the financial and non-financial performance of the Saudi SMEs using an exploratory study has been used to identify the factors contributing to the effective and successful use of an ERP system and the findings designate seven contingency factors. Based on the exploratory study outcomes, three hypotheses have been developed and tested by means of a quantitative investigation. A survey was put up and administered to 200 Saudi SMEs that assumed the ERP systems, and data analysis and hypothesis testing was executed with a structural equation modeling (SEM) apparatus has been adopted. The results portray that management support, user satisfaction, and training significantly influence the ERPs procedure. Further, significant finding displayed that ERP systems improve SMEs' performance.

Adejare, Arfan and Shahizan (2019) looked a the mediating role of enterprise resource planning (ERP) system adoption on the relationship between performance of medium enterprises (PMEs) and organizational culture (OC), communication process (CP), organizational structure (OS), information technology readiness (ITR), technological change (TC), government policy (GP), information access (IA) and technology infrastructure support (TIS), with the role of top management support (TMS) as a moderating variable on the association between ERP and PME. Data were assembled from medium-sized enterprise (ME) organizations operating in South Western Nigeria, and a total of 355 questionnaires were retrieved out of the 658 distributed to selected MEs. Data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM), the results demonstrated that CP, ERP, GP, IA, ITR, OC, OS, TC, TIS and TMS significantly and positively relate with the ERP and PME, while GP is not significantly connected to ERP adoption. Besides, IA, ITR, OC, OS and TC have no significant association with PME while ERP system adoption mediates the relationship between the CP, OC, OS, TC and TIS with PME. The findings explain that the presence of CP, OC, OS, TC and TIS will impact the

PMEs in the adoption of ERP and establish that TMS plays a significant role in moderating the relationship between ERP and PME.

Othman, Othman, and Othman (2018) studied the impact of enterprise resource planning (ERP) quality dimensions on organizational performance under the theoretical lens of dynamic capability theory by adopting business process change capability as a mediator in the association of ERP system quality dimensions and Organizational Performance. The analysis was executed by means of variance based partial least square (PLS) technique., and the results disclosed the business process change capability mediates the relationship between ERP quality dimensions and organizational performance.

Based on the review of literature, the following research model was developed:

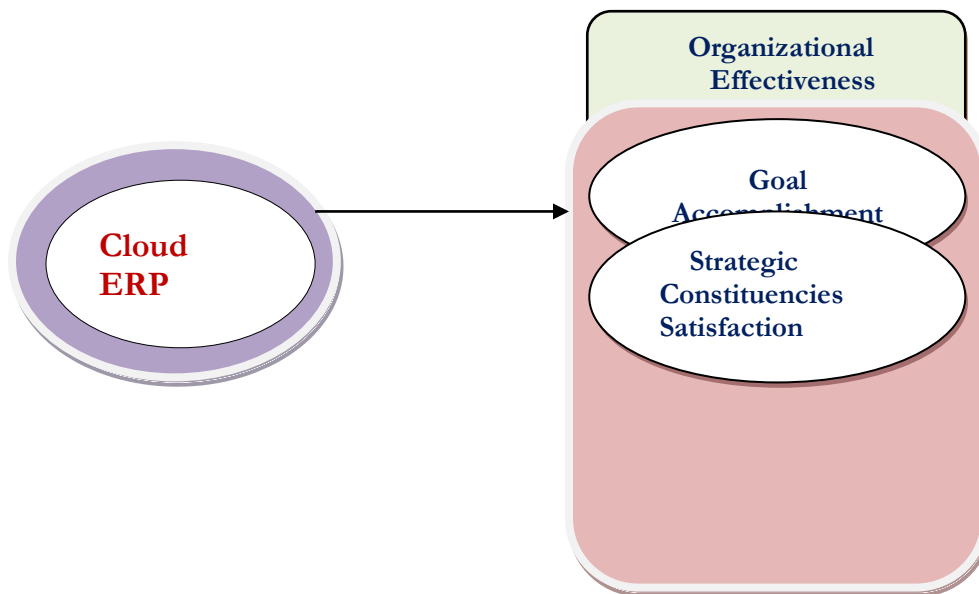


Figure 1: Conceptual Framework of Cloud ERP and Organizational Effectiveness.

Source: Designed by the Researcher, 2022.

Based on the conceptual framework of Cloud ERP and organizational effectiveness, the following hypotheses were formulated:

- H₀₁:** There is no significant influence of Cloud ERP on goal accomplishment of online retail companies in Rivers State.
- H₀₂:** There is no significant influence of Cloud ERP on strategic constituencies' satisfaction of online retail companies in Rivers State.

METHODOLOGY

A positivist, quantitative research design and a survey method was employed to examine the impact of Cloud ERP on organizational effectiveness. The target population comprised 10 online retail firms in Rivers State whose source was derived from Kombo.cm.ng. The population of the study is small. Thus, the entire element in the population was studied making it a census. Specifically, purposive sampling technique was employed, and the study identified three departments that are more relevant in the topical area which include marketing/sales, customer service and logistics. Three management staff was purposely accessed from each of the identified companies, making a total of three management staff for each company and 30 management staff for the entire sample. The 10 sampled companies are provided in Table 1.

S/no	Companies
1	Jumia Nigeria
2	Konga
3	Payporte
4	V connect Nigeria
5	Kara
6	Printive Store
7	Jiji Nigeria
8	Obiwezy
9	Ajebomarket
10	Kusnap

Table 1: The 10 sampled online retailers

Source: Kombo.com.ng

Reliability of the Instrument

The data obtained was used to compute the Cronbach Alpha Reliability Coefficient for the composite scale and each of the subscales, and the results was reported as shown in Table 2. The Alpha coefficient for the composite scale and the subscales are all above the threshold ($\alpha \geq 0.70$) for them to be all reliable.

Table 2. Reliability Analysis of the Research Instrument

S/N	Variables	Number of Items	Cronbach,s Alpha
1.	Cloud ERP	3	0.728
2.	Goal-Accomplishment	3	0.728
3.	Strategic Constituencies Satisfaction	3	0.728

Source: *Researcher Field Data (2022).*

Quantitative primary data were collected by the use of structured questionnaires, and data was analyzed by the simple regression method.

RESULTS AND DISCUSSION OF FINDINGS

Analysis of Research Questions

Research Question One: To what extent does Cloud ERP influence goal-accomplishment of online retailers in Rivers State?

Table 2 reports the respondents' view on Cloud ERP and Goal-Accomplishment. Respondents were asked to rate their views on each of the three (3) measurement items of Cloud ERP and Goal-Accomplishment subscale.

Table 3. Cloud ERP and Goal-Accomplishment (n=30)

SN	Cloud ERP and Goal-Accomplishment	Mean	SD
1.	Your company use Cloud ERP to sustain her business practices.	3.93	0.96

2.	Your company adopts Cloud ERP solution to attain lower cost of operation.	4.00	0.97
4.	Your company's goal accomplishment is a function of Cloud ERP adoption.	4.16	0.96
Grand mean		3.93	0.84

Source: SPSS Window Output on Research Data, 2022

From Table 3, we can see that all the items were rated within 3.96-4.16, indicating that the respondents agreed to a moderate extent with those items. Thus, the management of the online retail companies time after time used Cloud ERP to a moderate extent to make simpler their goal accomplishment activities, and enhance their organizational effectiveness.

Research Question Two: To what extent does Cloud ERP influence strategic constituencies' satisfaction of online retailers in Rivers State?

Table 4 reports the respondents' view on Cloud ERP and strategic constituencies' satisfaction. Respondents were asked to rate their views on each of the three (3) measurement items in the Cloud ERP and strategic constituencies' satisfaction subscale.

Table 4: Cloud ERP and Strategic Constituencies Satisfaction (n=30)

SN	Cloud ERP and Strategic Constituencies Satisfaction	Mean	SD
1.	Your company adopts Cloud ERP to meet shareholders demands.	3.58	1.12
2.	Effectiveness in satisfying your customers' requirement is enhanced by your firm's usage of Cloud ERP.	3.75	1.06
3.	Through Cloud ERP, your company prioritize the most fundamental constituencies for her survival and effectiveness.	3.88	1.11
Grand mean		3.92	0.79

Source: SPSS Window Output on Research Data, 2022.

From Table 4, we can see that all the items were rated within 3.58-3.88, indicating that the respondents agreed to a moderate extent with those items. Thus, the managements of the online retail outlet companies constantly used Cloud ERP to a moderate extent to make clear-cut decisions on strategic constituencies' satisfaction, and enhance their organizational effectiveness.

Test of Hypotheses

Decision Rule

Significant/probability value (Pv) < 0.05 (level of significance = conclude significant Relationship.
Significant probability value (Pv) > 0.05 (level of significant = conclude insignificant Relationship.

Influence of Cloud ERP on Goal Accomplishment

Table 5: Influence of Cloud ERP on Goal Accomplishment (N=30).

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	.872	.764	.703	45343

a. Predictors: (Constant), Cloud ERP

b. Dependent Variable: Goal Accomplishment

Since for hypothesis one, the significant is .000 which is less than 0.05; there is a significant, influence of Cloud ERP on goal accomplishment with the R (Coefficient of Correlation) that there is 87.4% direct relationship between Cloud ERP and goal accomplishment. R-square value of 764% shows that Cloud ERP can influence goal accomplishment to a high degree. The researchers also used ANOVA to test the hypothesis in this section. The results were presented in Table 4.1.

Table 6: One Way ANOVA for Cloud ERP and Goal Accomplishment (N=30).

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	77.074	1	77.074	374.879	.0000
With in Groups	23.849	29	206		
Total	100.94	30			

a. dependent variable: goal accomplishment

b. Predictor: Cloud ERP

Table 6 shows that there is difference in mean between Cloud ERP and goal accomplishment $F(dfB, dfw) = F(430, 1) = 374.879$, $p < 0.05$. Significant value is 0.01, $r(1, 30)$. This agrees with the regression result in Table 5.

Influence of Cloud ERP on Strategic Constituencies Satisfaction**Table 7: Influence of Cloud ERP on Strategic Constituencies Satisfaction (N=30).**

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	.810	.656	.653	.50668

a. Predictors: (Constant), Cloud ERP

b. Dependent Variable: **Strategic Constituencies Satisfaction**

Since for hypothesis two, the significant is .000 which is less than 0.05; there is a significant, influence of Cloud ERP on strategic constituencies' satisfaction with the R (Coefficient of Correlation) that there is 81% direct relationship between Cloud ERP and strategic constituencies' satisfaction. R-square value of .65.6% shows that v Cloud ERP can influence strategic constituencies' satisfaction to a high degree. The researchers also used ANOVA to test the hypothesis in this section. The results were presented in Table 8.

Table 8: One Way ANOVA for Cloud ERP and Strategic Constituencies Satisfaction (N=30).

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	55.771	1	55771	281.139	.0000
Within Groups	23.849	29	57		
Total	100.94	30			

a. dependent variable: strategic constituencies' satisfaction

b. Predictor: Cloud ERP

Table 4.12 shows that there is difference in mean between Cloud ERP and strategic constituencies' satisfaction $F(dfB, dfw) = F(30, 1) = 221.139$, $p < 0.05$. Significant value is 0.01, $r(1, 30)$. This agrees with the regression result in Table 7.

Actually, companies accepting sound information technological programmes as perceived by the customers have remained a major driver of goal accomplishment and strategic constituencies' satisfaction. The special consideration of Cloud ERP alone is not enough to sustain the required level of company's operations, but it is a basis for the execution and achievement of overall firm's organizational effectiveness programmes.

The opinions of the participating firms confirmed that Cloud ERP adoption represents the perceived outcome of an encounter with an innovative technology that enhanced the patronage of a company's products and services

online, that leads to the attainment of goal accomplishment of the concerned company. It relates to the level and nature of the efficacy of the adoption of such innovative technology that boost effortlessness in managing internal and external activities which in due course leads to better efficiency. Our finding therefore, suggests Cloud ERP adoption significantly affect goal accomplishment. This implies that, when companies show commitment and put forward positive impressions to handle their Cloud ERP activities efficiently it will lead to goal accomplishment. Our research finding is supported by AlMahayfith and Shaiti (2020) findings that showed that ERP systems improve SMEs' performance, and Othman et al (2018) who revealed that, business process change capability mediates the relationship between ERP quality dimensions and organizational performance. Therefore, Cloud ERP has positive influence on goal accomplishment, which shows the way to organizational effectiveness.

The second hypothesis sought to determine the influence of Cloud ERP on strategic constituencies' satisfaction using the simple regression analysis. Statistical evidence provide that the influence of Cloud ERP on strategic constituencies' satisfaction is positive and significant thus, leading to the rejection of the null hypothesis and the acceptance of the alternative hypothesis. Therefore, it is possible to argue that, Cloud ERP emanating from the recognition of a cloud solution by a given company at sustaining and putting together a firm's business practices can turn or predict strategic constituencies' satisfaction since positively relate with their needs, makes the successful satisfaction of such customers possible.

Companies that handles Cloud ERP adoption excellently and ensuring that customers are satisfied during product/service delivery will find committed customers that are loyal to such companies and meet their requirements at a reduced cost. This evidence is consistent with Nizar (2021) findings that the transformation process to Cloud ERP could result in diverse practical advantages in an organization's controlling system, cost reduction and profitability. This is clearly seen in the fact that Cloud ERP adoption is proactive and is focused toward the anticipation and addressing interactions that affect strategic constituencies' satisfaction positively. Therefore, if Cloud ERP is well handled online, it will certainly influence organizational effectiveness and continuous existence of such company.. Our finding is also in line with Preffer and Salancik (2003) assertion that organizational effectiveness is decided by reference to its facility to meet the demands imposed by its major shareholders - or "constituents", from which it necessitates nonstop sustenance to remain in existence.

CONCLUSION AND RECOMMENDATION

Basically, the main purpose of this study is to examine the effect of Cloud ERP adoption on organizational effectiveness of online retailers in Rivers State. This study made available statistical-based information that establishes the significance of Cloud ERP adoption, as this resource explicitly presents numerical evidence that emphasizes how Cloud ERP adoption can boost organizational effectiveness. The results of the present study have revealed that Cloud ERP adoption has a positive and significant influence on goal accomplishment and Cloud ERP adoption has a positive and significant influence on strategic constituencies' satisfaction. This study agrees with the point of view backing the implementation of Cloud ERP as it provides powerful facts and proofs that endorse the applicability of Cloud ERP. Thus, the study objectives having been achieved, the study therefore, concludes that Cloud ERP positively and significantly influence organizational effectiveness of online retailers in Rivers State, and recommends that, Online retailers should prioritize Cloud ERP adoption in order to attract and enhance goal accomplishment and strategic constituencies satisfaction and thus enhance organizational effectiveness.

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