

# Inter-organizational trust for business-to- business e- commerce

[Business](#)



One of the renowned companies that have successfully embraced Business to Business commerce is General Motors.

General Motors, the world's largest vehicle manufacturer, was founded in 1908. It designs, manufactures and markets vehicles worldwide. In 1998, the company generated over 160 billion in revenue on global operations. The vehicles are sold in almost 180 countries and the Company has manufacturing operations in 50 countries and more. The company has employees about 390,000 worldwide. One of the key reasons for this company's success is the implementation of General Motors Trade Xchange. This is the company's virtual Internet community, its suppliers and customers, allowing them to carry out business dealings with speed and proficiency. This was followed by the inclusion of i2 Technologies. i2 would provide supply chain organization services and business process capability to General Motors Trade Xchange. i2's solutions help trading partners cooperate more efficiently and enhance receptiveness to customers (Pauline 48). They also are expected to cut supply chain costs and expand manufacturing efficiencies and reduce stocks. The services are anticipated to enable GM Trade Xchange to increase elasticity for better order-to-delivery. Thus much of its success is attributed to the use of e-commerce and also brand reorganization.