

B2E refers to Business-to-Employee, an approach in which the focus of business is the employee, rather than the consumer (B2C) or other businesses (B2B). The B2E approach grew from the ongoing shortage of IT workers. In a broad sense, B2E encompasses everything that businesses do to attract and retain qualified staff in a competitive market, such as aggressive recruiting tactics, benefits, education opportunities, flexible hours, bonuses, and employee empowerment strategies. More specifically, the term "B2E" is frequently used to refer to the B2E portal which is sometimes considered to be synonymous with an intranet, but it differs in its focus on the employee's desires. The B2E portal is designed to include not only everything that an employee might hope to find on an intranet but also any personal information and links that the employee might want. The intention is to increase not only efficiency but also employee satisfaction and a sense of community within the organization.