E–Commerce for Organizational Development and Competitive Advantage

Mehdi Khosrow-Pour
Information Resources Management Association, USA
Table of Contents

Preface .................................................................................................................................................. xii

Chapter 1
Advancing E-Commerce Beyond Readiness in a Developing Country: Experiences of Ghanaian Firms ........................................................................................................................................ 1
Richard Boateng, Pearl Richards Foundation, Ghana
Richard Heeks, University of Manchester, UK
Alemayehu Molla, RMIT University, Australia
Robert Hinson, University of Ghana Business School, Ghana

Chapter 2
Evaluating the Relevance of Information Systems Strategic Planning Practices in E-Business Contexts ........................................................................................................................................ 18
Ganesan Kannabiran, National Institute of Technology, India
Srinivasan Sundar, Bharathidasan Institute of Management, India

Chapter 3
A Comparative Analysis of Chinese Consumers' Increased vs. Decreased Online Purchases .......... 40
Tao Zhou, Hangzhou Dianzi University, China
Yaobin Lu, Huazhong University of Science and Technology, China
Bin Wang, University of Texas-Pan American, USA

Chapter 4
Influential Factors in the Adoption and Use of E-Business and E-Commerce Information Technology (EEIT) by Small and Medium Businesses ........................................................................ 58
Scott Wymer, Morehead State University, USA
Elizabeth Regan, Morehead State University, USA

Chapter 5
Towards a Framework for Web 2.0 Community Success: A Case of YouTube ................................ 85
Joshua Chang, Curtin University of Technology, Australia
Clifford Lewis, University of Wollongong, Australia

Chapter 6
Factors Associated with the Use of Personal Internet Banking in Thailand ................................ 99
Graham Kenneth Winley, Assumption University, Thailand
Chapter 7
An Investigation into the Adoption of Electronic Commerce Among Saudi Arabian SMEs ............ 126
Sabah Abdullah Al-Somali, Aston University, UK
Roya Gholami, Aston University, UK
Ben Clegg, Aston University, UK

Chapter 8
What Predicts Commercial Bank Leaders' Intention to Use Mobile Commerce? The Roles of Leadership Behaviors, Resistance to Change, and Technology Acceptance Model.................. 151
Maddy Halbach, Howard County Public Schools, USA
Tao Gong, University of Maryland Eastern Shore, USA

Chapter 9
Does National Culture Affect E-Procurement Implementations? Analysis of Differences through a Unified Model.................................................................................................................. 171
Ahu Genis-Gruber, TOBB University of Economics and Technology, Turkey
Bedri Kamil Onur Tas, TOBB University of Economics and Technology, Turkey

Chapter 10
E-Service and Organizational Change: A Process Model.......................................................... 191
Chorng-Shyong Ong, National Taiwan University, Taiwan
Shang-Wei Wang, National Taiwan University, Taiwan

Chapter 11
How Dependent Are Consumers on Others When Making Their Shopping Decisions? ............. 204
Makoto Nakayama, DePaul University, USA
Yun Wan, University of Houston - Victoria, USA
Norma G. Sutcliffe, DePaul University, USA

Chapter 12
Understanding the Behavioral Determinants of M-Banking Adoption: Bruneian Perspectives...... 225
Afzaal H. Seyal, Institut of Teknologi Brunei, Brunei
Mahbubur Rahim, Monash University, Australia
Rodney Turner, Monash University, Australia

Chapter 13
Barriers to Electronic Commerce Adoption Among Small Businesses in Iran ......................... 252
Morteza Ghabakhloo, Universiti Putra Malaysia, Malaysia
Tang S.H., Universiti Putra Malaysia, Malaysia

Compilation of References ........................................................................................................... 297
About the Contributors .................................................................................................................. 335
Index............................................................................................................................................. 338