The use of Internet and other information and communication technologies in organizations as well in society have been growing in leaps and bounds every day. The new uses and dynamics of internet in form of e-adoption ranging from health, education, learning, security, energy, transport and environment have a profound impact on our day-to-day lives. The new applications; video on demand, Internet TV, social network world, 3D multimedia animation, voice over the Internet (VOIP), mobile broadcasting all are changing the old business models and lifestyles. A growing literature recognizes the positive link between e-adoption and economic growth. In today's increasingly network-driven world, the emerging technologies also are simultaneously creating demands on business executives, regulators and policy makers for addressing various new concerns and challenges. The International Journal of e-Adoption is dedicated to fostering research and improving knowledge in the adoption of the Internet and its various associated related information and communication technologies in organizations. This issue of the International Journal of E-adoption (IJEA) reports findings of some of the research studies that are conducted for e-adoption. The summaries of the studies included in this issue are given below.

Driving IT Architecture Innovation: The Roles of Competing Organizational Cultures and Collaborating Upper Echelons
Sibylle Mabry, Louisiana State University in Shreveport, USA

The spotlight on business innovation in growth-oriented organizations has never been hotter. Information systems (IS) innovation, in particular, has become the main focus for many businesses and their CIOs because of its potential for business agility and competitiveness. However, creating a culture that can effectively exploit the innovative forces of an organization is challenging, and no shared guidelines exist. This study examines empirically how the competing forces of organizational cultures in tandem with senior executives constructively influence the innovative efforts of organizations. Central to this investigation is the adoption of an IS architecture (SOA) whose implementation may entail radical transformation of traditional business patterns. Data were collected from U.S. top IS executives. The results suggest that the adopters of SOA (45%) are organizations whose executives embrace certain collaborative behavior, which—in people and progress-oriented cultures—seems to be a catalyst for change and adoption of transformational IS architecture.

Adoption of PBL to Online Environments: Student’s Perspectives
Fatih Gursul, Istanbul University, Turkey
Hafize Keser, Ankara University, Turkey
Sevinc Gulsecen, Istanbul University, Turkey

This study aims at finding out the students perspectives on the online and face-to-face problem-based learning approaches. The study was conducted at Department of Computer Education and Instructional Technologies, Faculty of Education, Hacettepe University. The subjects were 42 freshman students at the fall term of 2006-2007 academic year. These students were put into two groups as online problem-based learning and face-to-face problem-based learning. The research was conducted on Mathematics-I
User Acceptance of Location-Based Mobile Advertising: An Empirical Study in Iran  
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Location-based advertising (LBA) opens up new frontiers for marketers to place their advertisements in front of consumers. LBA is a new form of marketing communication that uses location-tracking technology in mobile networks to target consumers with location-specific advertising on their cell phones. It provides more targeted communication and interaction between the marketer and its potential customers. This paper reviews different aspects of LBA advertising and investigates the drivers of consumer acceptance toward it. Achieving this, a research framework is developed to explore the factors that influencing consumer intention of using LBA in Iran. Individuals’ responses to questions about intention to accept/use LBA advertising were collected and analyzed with various factors modified from UTAUT with main constructs of utility expectancy, trust, effort expectancy, and control. While the model confirms the classical role of utility expectancy and effort expectancy as the key factors in technology acceptance, the results also show that users’ behavioral intentions are influenced by trust and their control on ads flow.

An Evaluation of WebCT Course Content Management System at the University of Botswana  
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This study evaluates WebCT course content management (CCMS) system at the University of Botswana. The survey methodology was used and questionnaires were distributed to 503 students selected from six faculties. An in-depth interview was also conducted involving (20) twenty lecturers who teach via WebCT platform. The findings reveal generally that WebCT CCMS is doing well and that the system has been a success. The results also confirm the quality of course materials uploaded on the system, service quality, the quality of the teaching and learning via the system. The results also indicate that generally students are satisfied with the performance of WebCT and there are many benefits associated with the system as far as teaching and learning at the university is concerned.

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