Preface ......................................................................................................................... vi

Chapter I.
Role of Small-Business Strategic Alliances in the Perception of Benefits and Disadvantages of E-Commerce Adoption in SMEs ..... 1

Robert MacGregor, University of Wollongong, Australia
Lejla Vrazalic, University of Wollongong, Australia

Chapter II.
The Effects of Animated Banner and Pop-Up Ads on Commercial Web Sites ................................................................. 28

Yuan Gao, Ramapo College of New Jersey, USA
Marios Koufaris, Baruch College (CUNY), USA
Robert H. Ducoffe, Baruch College (CUNY), USA

Chapter III.

Shirley Ann Becker, Florida Institute of Technology, USA
Anthony Berkemeyer, Texas Instruments, Inc., USA

Chapter IV.
Government-to-Government Enterprises: A RoadMap for Success...76

Luiz Antonio Joia, Brazilian School of Public and Business Administration - Getulio Vargas Foundation
and Rio de Janeiro State University, Brazil
Chapter V.
Effective Web Site Design: Insight from Information Processing ............. 99
Deborah E. Rosen, University of Rhode Island, USA
Elizabeth F. Purinton, Marist College, USA
Scott J. Lloyd, University of Rhode Island, USA

Chapter VI.
Personalization of E-Commerce Applications in SMEs: Conclusions
from an Empirical Study in Switzerland .................................................. 121
Petra Schubert, University of Applied Sciences, Basel (FHBB), Switzerland
Uwe Leimstoll, University of Applied Sciences, Basel (FHBB), Switzerland

Chapter VII.
An Interventionist Approach to E-Commerce Implementation in SMEs ................................................................. 142
David Tucker, Manchester Metropolitan University Business School, U.K.
Anthony Lafferty, Manchester Metropolitan University Business School, U.K.

Chapter VIII.
William Golden, National University of Ireland, Galway, Ireland
Martin Hughes, National University of Ireland, Galway, Ireland
Murray Scott, National University of Ireland, Galway, Ireland

Chapter IX.
E-Taxation: An Introduction to the Use of TaxXML for Corporate Tax Reporting ................................................................. 173
Vikramaditya Pant, Villanova University, USA
M. Susan Stiner, Villanova University, USA
William P. Wagner, Villanova University, USA

Chapter X.
Online Consumer Trust: A Multi-Dimensional Model ...................... 188
Felix B. Tan, Auckland University of Technology, New Zealand
Paul Sutherland, The University of Auckland, New Zealand