Preface

Section I: E-Commerce Processes and Practices

Chapter I
TAM or Just Plain Habit: A Look at Experienced Online Shoppers ........ 1
David Gefen, Drexel University, USA

Chapter II
Assessing Customer Perceptions of Web Site Service Quality in Digital
Marketing Environments ................................................................. 16
Yi-Shun Wang, National Changhua University of Education, Taiwan
Tzung-I Tang, National Chengchi University, Taiwan

Chapter III
William Golden, National University of Ireland Galway, Ireland
Martin Hughes, National University of Ireland Galway, Ireland
Patricia Gallagher, IBM Global Services, Ireland
Chapter IV
Website Retailing: Electronic Supply Chain Replenishment ....................... 52
Lori N.K. Leonard, University of Tulsa, USA
Timothy Paul Cronan, University of Arkansas, Fayetteville, USA

Chapter V
A Meta-Analysis Approach to toward the Development of an Integrative Framework for Online Consumer Behavior Research ......................... 69
Khawaja A. Saeed, University of South Carolina, USA
Yujong Hwang, DePaul University, USA
Mun Y. Yi, University of South Carolina, USA

Chapter VI
Understanding Web Information Search Behavior: An Exploratory Model ................................................................. 102
Christopher Hodkinson, Griffith University, Australia
Geoffrey Kiel, University of Queensland Business School, Australia

Chapter VII
Motivation and Search Intensity: An Investigation of Online Consumer Search Behavior ................................................................. 127
Jason E. Lueg, Mississippi State University, USA
Robert S. Moore, Mississippi State University, USA
Merrill Warkentin, Mississippi State University, USA

Chapter VIII
Customer Perceptions of a Thin-Client Micro-Payment System: Issues and Experiences ......................................................... 143
Xiaoling Dai, University of Auckland, New Zealand
John Grundy, University of Auckland, New Zealand

Chapter IX
Virtual Reality, Involvement and the Consumer Interface .......................... 161
John Gammack, Griffith University, Australia
Christopher Hodkinson, Griffith University, Australia

Section II: End User Commitment, Dissatisfaction, and System’s Failure

Chapter X
Roles of Computer Self-Efficacy and Outcome Expectancy in Influencing the Computer End-User’s Organizational Commitment ..... 183
Robert W. Stone, University of Idaho, USA
John W. Henry, Georgia Southern University, USA
Chapter XI
Understanding the Hidden Dissatisfaction of Users Toward End User Computing ......................................................... 202
Nancy C. Shaw, George Mason University, USA
Joo-Eng Lee-Partridge, Central Connecticut State University, USA
James S.K. Ang, National University of Singapore, Singapore

Chapter XII
Internet Shopping Model and Customer Perceptions: A Study of UK Supermarkets ................................................................................................................................. 226
Xianzhong Mark Xu, University of Portsmouth, UK
Martyn Roberts, University of Portsmouth, UK

Chapter XIII
Testing a Self-Directed Model of Organizational Learning in an IT Planning Context ................................................................................................................................. 243
Sofiane Sahraoui, American University of Sharjah, United Arab Emirates

Section III: End User Performance, Productivity, and Training

Chapter XIV
Exploring the Effects of Hardware Performance, Application Design and Cognitive Demands on User Productivity and Perceptions .................. 263
Andrew Sears, UMBC, USA
Julie A. Jacko, Georgia Institute of Technology, USA

Chapter XV
The Impact of Computer Processor Speed on End-User Productivity ... 288
David Wierschem, Midwestern State University, USA
Tom Brodnax, Texas A&M University - Commerce, USA

Chapter XVI
An Overview of Acquiring Cognitive Skills While Receiving Spreadsheet Training ................................................................................................................................. 303
S.E. Kruck, James Madison University, USA
John J. Maher, Pamplin College of Business, USA
Reza Barkhi, Virginia Tech, USA

Comprehensive Bibliography ........................................................................................................................................ 315