# E-Commerce and Cultural Values

## Table of Contents

<table>
<thead>
<tr>
<th>Part</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preface</td>
<td>......................................................................................................................... vii</td>
<td>Theerasak Thanasankit, Monash University, Australia</td>
</tr>
<tr>
<td>SECTION I: E-COMMERCE POLICY AND INDIGENOUS CULTURE AND VALUES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chapter I. Globalization, Culture and E-Business</td>
<td>......................................................................................................................... 1</td>
<td>Brian J. Corbitt, Deakin University, Australia</td>
</tr>
<tr>
<td>Chapter II. The Adoption of Information Technology: A Foundation of E-Commerce Development in Thai Culture</td>
<td>......................................................................................................................... 17</td>
<td>O. Chieochan, Charles Sturt University, Australia  \nD. Lindley, Charles Sturt University, Australia  \nT. Dunn, Charles Sturt University, Australia</td>
</tr>
<tr>
<td>Chapter III. The Implementation of Electronic Commerce in SMEs in Singapore</td>
<td>......................................................................................................................... 51</td>
<td>Wei-Chang Kong, The University of Melbourne, Australia</td>
</tr>
<tr>
<td>Chapter IV. Implementing IT Policy and the Bedevilment of Post-Colonialism - A Case Study of Tanzania</td>
<td>......................................................................................................................... 75</td>
<td>Joseph Kabalimu, Victoria University of Wellington, New Zealand  \nBrian J. Corbitt, Deakin University, Australia  \nTheerasak Thanasankit, Monash University, Australia</td>
</tr>
</tbody>
</table>
SECTION II: E-COMMERCE AND ORGANIZATIONAL CULTURE

Chapter V. Gaining Knowledge from Post-Mortem Analyses to Eliminate Electronic Commerce Project Abandonment ................... 108
   Gary S.C. Pan, University of Manchester Institute of Science and Technology, UK
   Donal Flynn, University of Manchester Institute of Science and Technology, UK

Chapter VI. Analysis of Cultural Conflict in the Development of Web-Enabled Information Systems .................................................. 126
   Pradipta K. Sarkar, Deakin University, Australia
   Jacob L. Cybulski, Deakin University, Australia

Chapter VII. Stakeholder Relationships and Electronic Commerce: A Comparison of Singapore and Australia ....................... 149
   Chia Yao Lee, The University of Melbourne, Australia
   Wei-Chang Kong, The University of Melbourne, Australia

SECTION III: BUSINESS TO CONSUMER E-COMMERCE AND CULTURAL VALUES

Chapter VIII. Trust in B2C E-Commerce: The New Zealand Māori Internet Shopper .............................................................. 169
   Konrad Janusz Peszynski, Deakin University, Australia

Chapter IX. The E-Commerce of SMEs in Thailand ....................... 199
   Arunee Intrapairot, Rajamangala Institute of Technology, Thailand
   Anongnart Srivihok, Kasetsart University, Thailand

Chapter X. Micropayments and E-Commerce Transactions: Thailand .......................................................... 220
   Amnuay Ekasdornkorn, King Mongkut’s Institute of Technology North Bangkok, Thailand
   Brian J. Corbitt, Deakin University, Australia
   Utoporn Phalavonk, King Mongkut’s Institute of Technology North Bangkok, Thailand
SECTION IV: E-LEARNING AND CULTURAL VALUES

Chapter XI. Factors Influencing the Acceptance of Web-Based Online Education for Thai Educators: Impact of Thai Culture and Values ................................................................. 236

Orasa Tetiwat, Victoria University of Wellington and Naresuan University, New Zealand
Sid L. Huff, Victoria University of Wellington, New Zealand

SECTION V: E-COMMERCE INTERFACES

Chapter XII. Chinese Cultures and E-Commerce ...................... 268

Jeffrey Hsu, Fairleigh Dickinson University, USA

About the Authors .................................................................................. 290

Index ...................................................................................................... 295