# Table of Contents

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

Acknowledgment ................................................................................................................................. xv

## Section 1  
Practical Information System Challenges

### Chapter 1  
Connecting Small and Medium Enterprises to the New Consumer:  
The Web 2.0 as Marketing Tool .............................................................................................................. 1  

*Efthymios Constantinides, University of Twente, The Netherlands*

### Chapter 2  
Leveraging University Research to Assist SMEs in Legacy Industrial Era Regions:  
The Case of I-99 Corridor ..................................................................................................................... 22  

*Arvind Karunakaran, The Pennsylvania State University, USA*  
*Sandeep Purao, The Pennsylvania State University, USA*  
*Brian Cameron, The Pennsylvania State University, USA*

### Chapter 3  
IT and the Transmission of the SME Culture of Nonprofit Theatres ....................................................... 41  

*Julie E. Kendall, Rutgers University, USA*  
*Kenneth E. Kendall, Rutgers University, USA*

### Chapter 4  
ERP System Selection Criteria: SMEs’ Perceptions ............................................................................. 57  

*Andreja Pucihar, University of Maribor, Slovenia*  
*Gregor Lenart, University of Maribor, Slovenia*  
*Frantisek Sudzina, Copenhagen Business School, Denmark*
Chapter 5
Managing Impressions of SME Legitimacy: Valuing Information and Communications Technologies as Signals and Symbols ................................................................. 81
Susan J. Winter, National Science Foundation, USA
Connie Marie Gaglio, San Francisco State University, USA
Hari K. Rajagopalan, Francis Marion University, USA

Section 2
Innovation and Information Technology Assimilation

Chapter 6
A Comparative Study of Small- and Medium-Sized Enterprises in Australia and Singapore: Overall Satisfaction of Electronic Commerce Implementation .................. 109
Sandy Chong, Curtin University of Technology, Australia

Chapter 7
Australian SMEs’ E-Commerce Adoption: Newer Perspectives .......................... 132
Ada Scupola, Roskilde University, Denmark

Chapter 8
The Perception of Barriers to E-Commerce Adoption by SMEs: A Comparison of Three Countries ............................................................... 145
Robert C. MacGregor, University of Wollongong, Australia
Deborah Bunker, University of Sydney, Australia
Mira Kartiwi, University of Wollongong, Australia

Chapter 9
The Role of Organizational Slack in Technology Innovation Adoption for SMEs .............. 169
Jaume Franquesa, Kent State University, USA
Alan Brandyberry, Kent State University, USA

Section 3
Strategy and Information Systems

Chapter 10
The Dual Lens Method: A Practical Approach to Information Systems Strategy in SMEs .......... 195
Peter Marshall, University of Tasmania, Australia
Phyl Willson, University of Tasmania, Australia
Judy Young, University of Tasmania, Australia
Kristy de Salas, University of Tasmania, Australia
Chapter 11
The Alignment of Business Strategy with Agile Software Development within SMEs................. 215
  Pattama Kanavittaya, Murdoch University, Australia
  Jocelyn Armarego, Murdoch University, Australia
  Paula Goulding, Murdoch University, Australia

Chapter 12
Supporting SMEs Towards E-Business Success: Exploring the Importance of Training,
Competence and Stimulation ................................................................. 234
  Tom R. Eiekbrokk, University of Agder, Norway
  Dag H. Olsen, University of Agder, Norway

Chapter 13
Deploying the Internet for Leveraging Strategic Assets......................................................... 265
  Frank Schlemmer, Optik Schlemmer, Germany
  Brian Webb, Queen’s University Belfast, UK

Chapter 14
Business Process Digitalization and New Product Development: An Empirical Study
of Small and Medium-Sized Manufacturers ....................................................... 290
  Jun Li, University of New Hampshire, USA
  Michael Merenda, University of New Hampshire, USA
  A.R. (Venky) Venkatachalam, University of New Hampshire, USA

Chapter 15
Information Technology Interventions for Growth and Competitiveness
in Micro-Enterprises .............................................................................. 306
  Sajda Qureshi, University of Nebraska at Omaha, USA
  Mehruz Kamal, University of Nebraska at Omaha, USA
  Peter Wolcott, University of Nebraska at Omaha, USA

Compilation of References ........................................................................... 330

About the Contributors ................................................................................. 380

Index ............................................................................................................. 388