Global Electronic Business Research: Opportunities and Directions

Table of Contents

Preface .......................................................................................................................... vii

Section I: E-Commerce in SMEs: A Global Phenomenon

Chapter I
Electronic Business Research in Small Businesses: A Global Perspective ................................................................. 1

Nabeel A. Y. Al-Qirim, United Arab Emirates University, UAE

Section II: Web Initiatives in SMEs

Chapter II
The Evolving Web Presence of SMEs: An Empirical Approach to E-Business ................................................................. 15

Fernando Alonso Mendo, Brunel University, UK
Guy Fitzgerald, Brunel University, UK

Chapter III
The Development of Web Sites: Objectives of Australian SMEs .......... 42

Xueli Huang, Edith Cowan University, Australia
Elaine K. F. Leong, Edith Cowan University, Australia
Chapter IV
SMEs ECT Reality: From Ad-Hoc Implementation to Strategic Planning
Zakia Elsammani, Manchester Metropolitan University, UK

Chapter V
An Investigation of SMTE Web Site Usage in Australia: Implications for E-Commerce Adoption and Planning Processes
Andrew P. Davidson, University of New South Wales, Australia
Stephen Burgess, Centre for International Corporate Governance, Victoria University, Australia
Carmine Sellitto, Centre for International Corporate Governance, Victoria University, Australia

Chapter VI
A Community Web Site Initiative: Impacts on Small Businesses
Heather Fulford, Loughborough University, UK

Section III: E-Commerce Across the Supply Chain in SMEs

Chapter VII
E-Commerce Links for SMEs within the Industry Value Chain
Sylvie Feindt, SFC, Germany
Judith Jeffcoate, University of Buckingham, UK
Caroline Chappell, The Trefoyle Partnership, UK

Section IV: The Role of Government in E-Commerce Adoption in SMEs

Chapter VIII
Government Intervention in SMEs’ E-Commerce Adoption: An Institutional Approach
Ada Scupola, Roskilde University, Denmark

Chapter IX
Anne Wiggins, London School of Economics and Political Science, UK
Section V: Web Initiatives and Shopping Agents in SMEs

Chapter X
Comparison-Shopping as an Emerging Channel to Increase Web Visibility for SMEs in the United States ................................................ 214
Yun Wan, University of Houston - Victoria, USA

Section VI: E-Commerce and Knowledge Management in SMEs

Chapter XI
Managing Knowledge in SMEs: What are Some Peculiarities? .......... 238
Kevin C. Desouza, Institute for Engaged Business Research,
The Engaged Enterprise, USA
Yukika Awazu, Institute for Engaged Business Research,
The Engaged Enterprise, USA

Section VII: E-Commerce Adoption and Benefit Realization in SMEs

Chapter XII
The Shifting Sands of E-Commerce: Investigation of the Mapping Between Expected and Actual E-Commerce Benefits in SMEs .......... 257
Robert MacGregor, University of Wollongong, Australia
Lejla Vrazalic, University of Wollongong, Australia

Section VIII: E-Commerce in SMEs in Developing Countries

Chapter XIII
Predictive Indicators of Electronic Commerce Adoption in Regional Small and Medium Enterprises ............................................................... 282
Afzaal H. Seyal, Institut Teknologi Brunei, Brunei Darussalam
Mohd Noah A. Rahman, Institut Teknologi Brunei, Brunei Darussalam

Chapter XIV
Factors Affecting E-Business Adoption by SMEs in Sub-Saharan Africa: An Exploratory Study from Nigeria ........................................... 319
Princely Ifinedo, University of Jyväskylä, Finland