Table of Contents

Preface .................................................................................................................................................. xvi

Chapter 1
Attribute Perceptions as Factors Explaining Mobile Internet Acceptance of Cellular Customers in Germany: An Empirical Study Comparing Actual and Potential Adopters with Distinct Categories of Access Appliances ................................................................. 1
   Torsten J. Gerpott, University of Duisburg-Essen, Germany

Chapter 2
Modeling Intention to Use Novel Mobile Peer-To-Peer Services ......................................................... 26
   Mikko V.J. Heikkinen, Aalto University School of Science and Technology, Finland
   Juuso Töyli, Turku School of Economics, Finland

Chapter 3
Social Cognitive Theory in Mobile Banking Innovations ..................................................................... 42
   Vanessa Ratten, Deakin University, Australia

Chapter 4
Regulating Mobile Services: An Institution-Based View ................................................................... 56
   Indrit Troshani, The University of Adelaide, Australia
   Sally Rao Hill, The University of Adelaide, Australia

Chapter 5
Proposing a Hierarchical Utility Package with Reference to Mobile Advertising .............................. 76
   Shalini N. Tripathi, Jaipuria Institute of Management, India
   Masood H. Siddiqui, Jaipuria Institute of Management, India

Chapter 6
Value-Based Analysis of Mobile Tagging .............................................................................................. 98
   Oguzhan Aygoren, Bogazici University, Turkey
   Kaan Varnali, Istanbul Bilgi University, Turkey
Chapter 7
Greater Accountability, Less Red Tape: The Australian Standard Business Reporting Experience .......................... 111
Paul Madden, Department of the Treasury, Australia

Chapter 8
The Improvement of Governance Decision Making Using XBRL ........................................................................ 121
Ahmad Ahmadpour, Mazandaran University, Iran

Chapter 9
Interoperability of XBRL Financial Statements in the U.S. ............................................................................. 129
Hongwei Zhu, Old Dominion University, USA
Harris Wu, Old Dominion University, USA

Chapter 10
Fumiko Satoh, IBM Research - Tokyo, Japan

Chapter 11
The Effect of E-Commerce Websites’ Colors on Customer Trust ................................................................. 167
Jean Éric Pelet, KMCMS CEO, SupAgro Montpellier, France
Panagiota Papadopoulou, National and Kapodistrian University of Athens, Greece

Chapter 12
The Influence of Information Technology Utilization (ITU) on Supply Chain Integration (SCI) ............ 186
Thawatchai Jitpaiboon, Ball State University, USA
Sushil Sharma, Ball State University, USA

Chapter 13
When Parameterized Model Driven Development Supports Aspect Based SOA ............................................. 211
Valérie Monfort, Université Paris 1 Panthéon-Sorbonne and Université Paris Dauphine, France
Slimane Hammoudi, ESEO, France

Chapter 14
Role of Mobile Based Applications in India’s Social and Economic Transformation .................................. 231
Sunil Jose Gregory, Infosys Technologies Ltd., India
Gnanapriya Chidambaranathan, Infosys Technologies Ltd., India
Padma Kumar, Infosys Technologies Ltd., India

Chapter 15
Asymmetric Upgrading of Mobile Services: A Demand-Side Explanation ..................................................... 247
Simona Fabrizi, Massey University and University of Auckland, New Zealand
Chapter 16
The Role of Litigation in First-Mover Performance in M-Business

Belén Usero, Universidad Carlos III de Madrid, Spain
Maria Ortiz, Universidad Carlos III de Madrid, Spain

Chapter 17
An Empirical Investigation into the Sources of Customer Dissatisfaction with Online Games

Fan-Chen Tseng, Kainan University, Taiwan
Ching-I Teng, Chang Gung University, Taiwan

Chapter 18
Creating Competitive Markets for Small Businesses with New Media and E-Business Strategy

Mabel T. Kung, California State University at Fullerton, USA
Yi Zhang, California State University at Fullerton, USA

Chapter 19
What is New York’s Amazon Tax on Internet Commerce?

James G.S. Yang, Montclair State University, USA

Chapter 20
Market Transparency in Business-to-Business e-Commerce: A Simulation Analysis

Yasin Ozcelik, Fairfield University, USA
Zafer D. Ozdemir, Miami University, USA

Compilation of References

About the Contributors

Index