Table of Contents

Prologue ............................................................................................................................................. xix

Section I
Fundamental Concepts and Theories

Chapter I
E-Commerce Standards: Transforming Industry Practice ................................................................. 1
Stephen Hawk, University of Wisconsin-Parkside, USA
Weijun Zheng, University of Wisconsin-Parkside, USA

Chapter II
Electronic Commerce and the State Sales Tax System: An Issue of Tax Fairness ...................... 26
Christopher G. Reddick, University of Texas at San Antonio, USA

Chapter III
Searching for Value in Researching the Adoption and Use of M-Services ................................. 47
Craig Standing, Edith Cowan University, Western Australia
Patricia McManus, Edith Cowan University, Western Australia
Susan Standing, Edith Cowan University, Western Australia
Heikki Karjaluoto, University of Oulu, Finland

Chapter IV
The Financial Potential of Sporadic Customers in E-Retailing: Evidence from the
Brazilian Home Appliance Sector ........................................................................................................ 59
Luiz Antonio Joia, Getulio Vargas Foundation, Brazil
Paulo Sergio Sanz, Getulio Vargas Foundation, Brazil

Section II
Development and Design Methodologies

Chapter V
Developing Mobile Commerce Applications .................................................................................... 74
P. Benou, University of Peloponnese, Greece
V. Bitos, TIM HELLAS, Greece
Chapter VI
Building Consumer Trust for Internet E-Commerce ................................................................. 89
George Yee, National Research Council Canada, Canada

Chapter VII
Trust in E-Commerce: Risk and Trust Building ........................................................................ 104
Loong Wong, University of Canberra, Australia

Chapter VIII
Public Sector E-Commerce ....................................................................................................... 123
Christopher G. Reddick, The University of Texas at San Antonio, USA

Chapter IX
Multi-Agent Patterns for Deploying Online Auctions ............................................................. 130
Ivan Jureta, University of Namur, Belgium
Manuel Kolp, University of Louvain, Belgium
Stéphane Faulkner, University of Namur, Belgium

Section III
Tools and Technologies

Chapter X
China: M-Commerce in World’s Largest Mobile Market ......................................................... 148
Nir Kshetri, University of North Carolina at Greensboro, USA
Nicholas Williamson, University of North Carolina at Greensboro, USA
David L. Bourgoin, University of Hawaii at Manoa, USA

Chapter XI
France: Mobile Communications and Emerging M-Commerce ................................................. 157
Pierre Vialle, STORM Research Group, GET-INT, France
Olivier Epinette, STORM Research Group, GET-INT, France

Chapter XII
Wireless Technologies for Mobile Computing and Commerce ................................................ 173
David Wright, University of Ottawa, Canada

Chapter XIII
A Theoretical Approach to Evaluate Online and Traditional Trading on the NASDAQ Stock Exchange ........................................................................................................................................... 180
Haroun Alrayalat, Brunel University, UK
Yogesh Kumar Dwivedi, Brunel University, UK
Jasna Kuljis, Brunel University, UK
Ray J. Paul, Brunel University, UK
Chapter XIV
M-Commerce Payment Systems........................................................................................................192
Valli Kumari Vatsavayi, Andhra University, India
Ravi Mukkamala, Old Dominion University, USA

Chapter XV
Barcode Applications for M-Business ............................................................................................213
Eusebio Scornavacca, Victoria University of Wellington, New Zealand
Stuart J. Barnes, University of East Anglia, UK

Section IV
Utilization and Application

Chapter XVI
E-Commerce Opportunities in the Nonprofit Sector: The Case of New York Theatre Group .......226
Ayman Abuhamdieh, Indiana State University, USA
Julie E. Kendall, Rutgers University, USA
Kenneth E. Kendall, Rutgers University, USA

Chapter XVII
E-Commerce Links for SMEs within the Industry Value Chain.....................................................241
Sylvie Feindt, SFC, Germany
Judith Jeffcoate, University of Buckingham, UK
Caroline Chappell, The Trefoyle Partnership, UK

Chapter XVIII
A Fuzzy Logic-Based Approach for Supporting Decision-Making Process in B2C Electronic
Commerce Transaction ..................................................................................................................258
Fahim Akhter, Zayed University, UAE
Zakaria Maamar, Zayed University, UAE
Dave Hobbs, University of Bradford, UK

Chapter XIX
Evaluating E-Commerce Trust Using Fuzzy Logic ........................................................................272
Farid Meziane, University of Salford, UK
Samia Nefiti, University of Salford, UK

Chapter XX
Privacy-Preserving Transactions Protocol Using Mobile Agents with Mutual Authentication........286
Song Han, Curtin University of Technology, Australia
Vidyasagar Potdar, Curtin University of Technology, Australia
Elizabeth Chang, Curtin University of Technology, Australia
Tharam Dillon, University of Technology, Australia
Section V
Critical Issues

Chapter XXI
Factors Affecting Mobile Commerce and Level of Involvement .......................................................... 299
Frederick Hong Kit Yim, Drexel University, USA
Alan ching Biu Tse, The Chinese University of Hong Kong, Hong Kong
King Yin Wong, The Chinese University of Hong Kong, Hong Kong

Chapter XXII
Privacy and Security in the Age of Electronic Customer Relationship Management .................. 310
Nicholas C. Romano, Jr., Oklahoma State University, USA
Jerry Fjermestad, New Jersey Institute of Technology, USA

Chapter XXIII
An Extrinsic and Intrinsic Motivation-Based Model for Measuring Consumer Shopping Oriented Web Site Success .................................................................................................................. 333
Edward J. Garrity, Canisius College, USA
Joseph B. O’Donnell, Canisius College, USA
Yong Jin Kim, Sogang University, Korea and State University of New York at Binghamton, USA
G. Lawrence Sanders, State University of New York at Buffalo, USA

Chapter XXIV
Decision Factors for the Adoption of an Online Payment System by Customers ......................... 352
Fang He, Southern Illinois University at Carbondale, USA
Peter P. Mykytyn, Southern Illinois University at Carbondale, USA

Chapter XXV
On the Need to Include National Culture as a Central Issue in E-Commerce Trust Beliefs ............ 384
David Gefen, Drexel University, USA
Tsipi Heart, Ben-Gurion University of the Negev, Israel

Chapter XXVI
Exploring Decision Rules for Sellers in Business-to-Consumer (B2C) Internet Auctions ............. 407
Jeff Baker, Texas Tech University, USA
Jaeki Song, Texas Tech University, USA

Section VI
Emerging Trends

Chapter XXVII
E-Commerce Adoption Barriers in Small Businesses and the Differential Effects of Gender......... 429
Robert C. MacGregor, University of Wollongong, Australia
Lejla Vrazalic, University of Wollongong, Australia
Chapter XXVIII
The Future of M-Commerce: The Role of Bluetooth and WiMax .................................................. 452
  David C. Yen, Miami University, USA
  Sean Lancaster, Miami University, USA

Chapter XXIX
Consumer-to-Consumer Electronic Commerce: A Distinct Research Stream.......................... 468
  Kiku Jones, University of Tulsa, USA
  Lori N. K. Leonard, University of Tulsa, USA

Chapter XXX
Improving M-Commerce Services Effectiveness with the Use of User-Centric Content Delivery................................................................................................................. 484
  Panagiotis Germanakos, National & Kapodistrian University of Athens, Greece
  Nikos Tsianos, National & Kapodistrian University of Athens, Greece
  Zacharias Lekkas, National & Kapodistrian University of Athens, Greece
  Constantinos Mourlas, National & Kapodistrian University of Athens, Greece
  George Samaras, University of Cyprus, Cyprus

Index .................................................................................................................................................. 501