About the Contributors

**Sushil K. Sharma** is a Professor and Chairperson of the Department of Information Systems and Operations Management at Ball State University, Muncie, Indiana. He has the distinction of having earned two doctoral degrees—Management Information Systems (MIS) and Management. Prior to joining the faculty at Ball State, Dr. Sharma held the Associate Professor position at the Indian Institute of Management (India) and a Visiting Research Associate Professor at the Department of Management Science at the University of Waterloo (Canada). He was chair of the Quantitative Systems Group and Information Technology and Systems Department at Indian Institute of Management. Dr. Sharma has travelled worldwide and lectured in several business schools around the globe in England, Europe, Australia, Asia, and North America.

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**Donald L. Amoroso** is currently Professor and Department Chair of Information Systems at Kennesaw State University serves as executive director for Kennesaw State University’s research center on Innovation in Technologies. He received his Bachelors degree in accounting and finance from Old Dominion University and his MBA and PhD from the University of Georgia. He has conducted seminars in the areas of leadership and strategy, corporate governance, marketing, technology investment, supply chain, Six Sigma, procurement, information modeling and information quality. In the area of marketing, Amoroso has taught marketing strategies, international marketing, new product development, customer engagement, aligning marketing and sales, pricing strategies, Internet marketing and advertising, global distribution, and marketing research. He also works with consumer-based research, customer business planning, and metrics related to marketing and sales strategies. He has worked in the aerospace, retail, banking, and government industry spaces. His current areas of research include strategy and leadership, Internet adoption, understanding consumer behavior using the Internet, online shopping, and music downloading. He has authored 67 articles and proceedings, written 5 books, presented at over 52 professional conferences and venues. He is under contract with Prentice-Hall to write a textbook due out 2010 entitled Strategy Development. He is an associate editor for the Journal of Electronic Commerce in Organizations, International Journal of E-Adoption, and the Journal of Information Systems Management.

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**Martin Beckinsale** is a Senior Lecturer & Researcher in Strategy and Management at Leicester Business School (DMU). As a module leader, his teaching focus relates to e-business, service operations, and business research issues and analysis. He is a research team member of CREME (Centre for Research in Ethnic Minority Entrepreneurship). His academic background began in strategic technology manage-
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Rui Chen is an Assistant Professor of Information Systems. He previously served on the faculty of Medaille College at Buffalo, New York. He holds a Bachelor’s and Master’s degree in Computer Science and a PhD degree in Management Science and Systems from State University of New York at Buffalo. His research focuses on information assurance, technology enabled emergency management, and Information Technology outsourcing.

Yi-Fen Chen is currently an assistant professor in the department of International Trade at the Chung Yuan Christian University, Chung Li, Taiwan. Her research interests include Internet marketing, consumer behavior, electronic commerce, and information management. Her papers have appeared in Psychology & Marketing, Computers in Human Behavior, Cyberpsychology, Behavior, and Social Networking, and others.

Namho Chung is an Assistant Professor at Kyung Hee University, Korea. He received his PhD in MIS from Sungkyunkwan University, Seoul, Korea. His research focuses on decision support in electronic commerce, decision analysis of management problems, and human computer interface design for electronic business. His articles have been published in Computers In Human Behavior, Behaviour & Information Technology, Interacting With Computers, Expert Systems With Applications, and Online Information Review, among others.

Josephine M. Csete has a PhD in educational systems development and more than 15 years experience in designing, developing, and implementing educational innovations as well as teaching others to do so. She has been working at Hong Kong Polytechnic University since 1995 in a department charged with “improving the quality of teaching and learning” on a campus of over 1,000 full-time teaching staff and over 25,000 undergraduate and graduate students. She is Section Leader of the e-Learning Development and Support Section (eLDSS) at the Hong Kong Polytechnic University. She believes the Web has the potential to redefine what and how we learn, as well as broaden the definition of “learner.”

Daniel Doiron is a Professor in the Faculty of Business at the University of New Brunswick Saint John, Canada, where for the past six years he has been teaching in the areas of management Information Systems, new venture development, small business management, competitive strategy, and managing innovation at both the undergraduate and graduate levels. He also serves as the director of the Electronic Commerce Research and Training Centre. Doiron has been involved in founding four technology startups, the most recent of which is a company which provides a GIS based Marine Electronics solution to the global in-shore fisheries market. Doiron began his career in the telecommunications industry in 1984 following graduation from the University of New Brunswick where he received a Bachelor’s degree in electrical engineering. In 1991, Doiron received a Master’s degree in the Management of Technology from the Sloan School of Management at MIT.
Mohammad Reza Hanafizadeh holds a B.Sc. in Applied Mathematics from Teacher Training University, Tehran, Iran, and a Master’s degree in Social and Economic Systems Engineering from Science and Research Branch, Islamic Azad University, Iran. He is a member of Young Researchers Club. He has published papers in *Telecommunications Policy, The Information Society, International Journal of Information Management, Journal of Information Technology Research, International Journal of Value Chain Management, International Journal of E-Adoption*, and in international conference of European and Mediterranean Conference on Information Systems 2008 (EMCIS 2008) and in some Iranian scientific journals. His research interests include digital divide measurement and analysis, e-readiness assessment, and evaluating the diffusion of ICT in businesses and higher education institutions.

Payam Hanafizadeh is an Assistant Professor of Industrial Management at Allameh Tabataba’i University in Tehran, Iran and a member of the Design Optimization under Uncertainty Group at the University of Waterloo, Canada. He was a visiting research fellow at the University of Canberra, Australia in 2010 and a visiting scholar at the University of Waterloo, Canada in 2004. He received his MSc and PhD in Industrial Engineering from Tehran Polytechnic University and pursues his research in Information Systems and decision-making under uncertainty. He has published in such journals as the Information Society, Systemic Practice and Action Research, Management Decision, Journal of Global Information Management, Telecommunications Policy, Mathematical and Computer Modeling, Expert Systems with Applications, International Journal of Information Management, and Energy Policy, to name only a few. Meanwhile, he has been serving on the editorial review board for the International Journal of Enterprise Information Systems, the Journal of Information Technology Research, the Journal of Electronic Commerce in Organizations, and the International Journal of Decision Support System Technology. In addition, he is the author of e-Commerce (2nd edition), and Internet Advertising New Opportunity for Promotion (2nd edition).

Scott Hunsinger is Assistant Professor of Computer Information Systems in the Walker College of Business at Appalachian State University in Boone, North Carolina. He holds a PhD in Information Technology from The University of North Carolina at Charlotte. His research interests include IT certification, IT adoption, and IS education. He has published articles in journals including Journal of Information Technology Management, Journal of Information Technology Education, Journal of Information Systems Applied Research, and Journal of Organizational and End User Computing.

Harilaos Koumaras was born in Athens, Greece in 1980. He received his BSc degree in Physics in 2002 from the University of Athens, Physics Department, his MSc in Electronic Automation and Information Systems in 2004, being scholar of the non-profit organization Alexander S Onassis, from the University of Athens, Computer Science Department and his PhD in 2007 at Computer Science from the University of Athens, Computer Science Department, having granted the four-year scholarship of National Centre of Scientific Research “Demokritos”. He has received twice the Greek State Foundations (IKY) scholarship during the academic years 2000-01 and 2003-04. He has also granted with honors the classical piano and harmony degrees from the classical music department of Attiko Conservatory. Since 2004 he is a principal lecturer at the Business College of Athens (BCA) teaching modules related to Information Technology and Mathematics and Logic. From 2009, he has been elected as the Head of the Computer Science Department of BCA and Course leader of the respective franchised course of
London Metropolitan University. He also joined the Digital Communications Lab at the National Centre of Scientific Research “Demokritos” in 2003 and since then he has participated in numerous EC-funded and national funded projects with presentations and publications at international conferences, scientific journals and book chapters. His research interests include objective/subjective evaluation of the perceived quality of multimedia services, video quality and picture quality evaluation, video traffic modeling, digital terrestrial television and video compression techniques. Currently, he is the author or co-author of more than 45 scientific papers in international journals, technical books and book chapters, numbering 112 non-self citations. He is an editorial board member of the Telecommunications Systems Journal and a reviewer of the IEEE Network magazine, the EURASIP Journal of Applied Signal Processing, the IEEE Transactions on image processing and the IEEE Transactions on Broadcasting. Dr. Koumaras is a member of IEEE, SPIE, NGS and ECPMA.

Vaios Koumaras received his BSc degree in Business Administration with major in Computer Information Systems from the American College of Greece and his MBA in Project Management from the City University. Since 1997, he has worked in several positions as Computer Analyst and Software Developer, participating in major IT projects. Currently, he holds the position of senior R&D software engineer, with participation and collaboration in R&D IT projects of numerous companies worldwide. In parallel, he has more than ten years teaching experience of Business and IT courses in various grades. Currently, as part of his teaching activities, he is a lecturer at the Business College of Athens (BCA), at the Departments of Computer Science and Business Administration, teaching modules related to Information Technology, Business Administration and Mathematics. Additionally, he is part of the research team of the Computer Science Department at the Business College of Athens. He also participates, as associate R&D consultant and researcher, in several business and EC-funded projects and tasks related to business planning, marketing analysis and strategy development.

Paul Lam is an Assistant Professor at the Centre for Learning Enhancement And Research (CLEAR) at The Chinese University of Hong Kong. He is involved in many teaching and learning (T&L) research studies and services such as promotion of outcomes-based approaches to T&L, the enhancement of T&L spaces, and the use of technology for T&L. Additional research interests include case-based T&L, learners’ characteristics, self and peer assessment, and English language teaching (ELT). Prior to joining CLEAR, he worked in a number of language-education projects in Hong Kong universities, and before that he was a secondary school teacher in Hong Kong.

Bee Theng Lau is a Lecturer in the School of Computing and Design at Swinburne University of Technology, Sarawak Campus, Malaysia. She received a PhD in Computer Science and Information Technology from the University Malaysia Sarawak. Her research interests include e-commerce; face image processing, facial expressions pattern recognition, and communication application for disabled children and adults. She has presented at a number of national and international conferences and published numerous papers in international journals.

Jeong-Dong Lee is a Professor at the Department of Industrial Engineering, Seoul National University and also a Professor at the Technology Management, Economics, and Policy Program (TEMEP) of Seoul National University. Lee served as the director of TEMEP until 2007. He published more than
30 papers in peer reviewed international journals including Journal of Productivity Analysis, Technovation, Scientometrics, Small Business Economics, Technological Forecasting and Social Change, Energy Economics, Applied Economics, Journal of Environmental Management, International Journal of Industrial Organization, etc. He published two books in 2008 as edited by Springer Verlag and NOVA Science regarding productivity and competitiveness of industries in various countries. He was the chief coordinator of Asia-Pacific Productivity Conference (APPC) in 2006. He has been a Vice President of Education of ETMERC (Engineering and Technology Management Education and Research Council), which is a global forum in the field of technology management since 2006. He is also very active in working with consulting bodies for competitiveness enhancement of various private and public sectors.

**Jongsu Lee** is currently an Associate Professor of the Department of Industrial Engineering, and Technology Management, Economics, and Policy Program (TEMEP) of Seoul National University. He received the PhD degree in Engineering in 2001 from Seoul National University. His main research interest is oriented on demand forecasting for new products/technologies/services, which includes discrete choice analysis, diffusion of innovation theory, panel data analysis, and high-technology marketing.

**Kun Chang Lee** is a full Professor of MIS and Creativity Engineering at Sungkyunkwan University in Seoul, Korea. He holds a joint appointment at the SKK Business School and Department of Interaction Science. He received his PhD in MIS from Korea Advanced Institute of Science and Technology (KAIST), a Master of Sciences in MIS from KAIST, and a BA in Business Administration from Sungkyunkwan University, Seoul, Korea. His recent research interests lie in the interaction science issues among human and devices, creativity engineering, and artificial intelligence-based approach to understanding human perception and cognition. His research works have been published in several leading journals including Journal of Management Information Systems, Decision Support Systems, IEEE Transactions on Engineering Management, and Information & Management, among others.

**Tsang-Hsiung Lee** has a Ph.D. degree in the MIS area at the Katz Graduate School of Business at the University of Pittsburgh. His primary interest areas are management of information technology, organizational aspects of MIS, strategic use of information technology in small business, information systems development and implementation, and case study method.

**Joseph P. Little** is a PhD student with a concentration in Marketing and International Business at the John Cook School of Business, Saint Louis University. He earned his MBA from Indiana University Southeast. Little’s research interests include cross-cultural consumer behavior focusing on consumer animosity and consumer ethnocentrism, international e-commerce, ethics, and international marketing strategy. Little’s research has been published in Proliferation of the Internet Economy: E-Commerce for Global Adoption, Resistance, and Cultural Evolution and the Journal of Applied Business Research (forthcoming). Little has also presented his work at the Academy of International Business Annual Meeting, the American Marketing Association Educators’ Conference, and the International Business and Economics Research Conference.

**Fiona McMahon** is a Lecturer in Advertising at the University of Ulster. She has 10 years experience working in advertising and marketing from both a client and agency perspective. Her research inter-
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ests include online advertising, e-marketing, and e-business adoption, and she is currently undertaking doctoral research into how small firms can optimise their Internet use to create competitive advantage. She has also worked on e-marketing consultancy projects with small firms. She is a member of the Chartered Institute of Marketing, The Chartered Management Institute, The Institute of Small Business and Entrepreneurship, and the Publicity Association of Northern Ireland.

Carmel McNaught is the Director and Professor of Learning Enhancement in the Centre for Learning Enhancement And Research (CLEAR) at The Chinese University of Hong Kong (CUHK). She has had extensive experience in secondary and higher education in Australasia and southern Africa in chemistry, science education, second language learning, e-learning, and higher-education curriculum and policy matters. She has been involved in numerous design and implementation projects for e-learning and associated systems. She is a well-known international speaker, is actively involved in several e-learning professional organizations, and is a Fellow of the Association for the Advancement of Computers in Education. She is on 12 international editorial boards and has ~300 academic publications. Further details can be found at http://www.cuhk.edu.hk/clear/people/Carmel.html

Kamel Rouibah is an Associate Professor of Information Systems, College of Business Administration (CBA), Kuwait University. He holds a PhD in Information Systems from Ecole Polytechnique of Grenoble, France. Before joining CBA, he worked at the Faculty of Technology Management at Eindhoven (Netherlands) and Institut National de la Recherche Scientifique (France).

Aodheen O’Donnell is a Lecturer in Communication and Advertising. Her PhD research is in the area of small firm marketing, with a particular focus on how small firm owner-managers build networks and use the process of networking to further their businesses. In addition, Aodheen has engaged in research within the tourism and financial services sectors. A particular research interest is the relationship between face-to-face communication and remote, technologically based communication in a financial services context. She hopes to build upon this sector specific research to explore how businesses generally have embraced new technology in their marketing and advertising.

Oh Sook May graduated with a Master of Business Administration from School of Management, Universiti Sains Malaysia in the year 2005. Her research work has focused on technology adoption among individual users in Penang, Malaysia. Upon her graduation she joined a multinational company in Penang. Her research work has been published in numerous international conferences and also journals of repute.

Gary Packham is Professor and Director for Enterprise for the University of Glamorgan and Head of Programmes for the Glamorgan Business School. He recently managed the prestigious Federation of Small Business’ Lifting the Barriers Survey and acts as the Institute of Small Business and Entrepreneurship’s regional champion for Wales. Previously, Professor Packham was Head of Division for Enterprise and Economic Development and was academic delivery manager for the circa £14 million ESF project - e-College Wales. He has published widely in the areas of enterprise and small business management and has extensive experience in developing and delivering enterprise and management education. Professor Packham is a Member of the Chartered Management Institute, the Institute for Leadership and Management and a Fellow of the Higher Education Academy. He is also a director of Age Concern Morgannwg Ltd.
Baomin Qi (PhD) is senior lecturer of business logistics and information systems at the University of Bolton. Her research focuses on the topics of development of e-business strategy, e-supply chain management, systems integration, and e-learning. Her research work has been published in a range of international refereed conferences and Journals. She is currently supervising three PhD students. Her teaching focuses on the innovative e-business, e-marketing, and projects management, and she has supervised over 50 Master’s theses. Prior to pursue her academic career, she had worked within manufacturing industry for ten years as senior engineer, and gained firsthand experience in engineer design and innovation.

Modapothala Jashua Rajesh is a lecturer in the School of Business and Enterprise at Swinburne University of Technology, Sarawak Campus, Malaysia. He received a PhD in Commerce from Sri Krishnadevaraya University, India. His research interests include strategic use of Information Technologies/Systems, data mining, corporate social responsibility, and environmental related studies. He has presented at a number of national and international conferences (inclusive of IEEE) and has a good publishing record.

Boumediene (Ben) Ramdani is Senior Lecturer in Strategy and Operations Management at Bristol Business School (UK). He has experience through different roles and contributions in Manchester Business School (UK), King’s College London (UK), WMG – University of Warwick (UK), and IE Business School (Spain). His research investigates how senior managers can most effectively select, implement, and deploy Information Technology (IT) to achieve their business goals. He has published papers in leading journals including California Management Review. His current research falls in two categories. The first is to investigate how firms can build capabilities to deliver incremental business value from IT. The second is to explore disruptive change and how businesses that may be well managed, customer-friendly, and technologically advanced - are still susceptible to failure or to being overtaken by upstart competitors. Professionally, he has worked for a number of private and public sector organisations including Datamonitor.com, CA Technologies, Expertia Consulting Group and UK Government. His consulting activities focus on advising firms on strategy-related matters.

About the Contributors

**T. Ramayah** has an MBA from Universiti Sains Malaysia (USM). Currently he is an Associate Professor at the School of Management in USM. He teaches mainly courses in Research Methodology and Business Statistics. Apart from teaching, he is an avid researcher, especially in the areas of technology management and adoption in business and education. His publications have appeared in *Computers in Human Behavior, Resources, Conservation and Recycling, Turkish Online Journal of Education Technology, Journal of Research in Interactive Marketing, Information Development, Journal of Project Management (JoPM), IJITDM, International Journal of Services and Operations Management (IJSom), Engineering, Construction and Architectural Management (ECAM)* and *North American Journal of Psychology*. He is constantly invited to serve on the editorial boards and program committees of many international journals and conferences of repute. His full profile can be accessed from [http://www.ramayah.com](http://www.ramayah.com)

**Abbas Saghaei** is an Associate Professor at Islamic Azad University, Science & Research branch. He received his Ph.D. in Industrial Engineering from Iran Science and Technology University. His research interest includes statistical quality control, time series analysis, and numerical analysis. He is a member of the board of the Iranian Quality Management Society. He is also a certified quality engineer and reliability engineer.

**Jeanne Samuel** is an Instructional Technologist for the Office of Medical Education in the Tulane University School of Medicine in New Orleans, LA. Her current responsibilities include exploring ways to make faculty, student, and staff tasks easier through technology. She explored the pedagogical applications of Web 2.0 technology while exiled from New Orleans during Hurricane Katrina in 2005. During her twenty plus years as a computer analyst/consultant, certified technical trainer, and educator, she has been an advocate of innovation in education. Samuel now is shifting gears to focus on publishing, collaborative learning, digital knowledge management, and innovation diffusion. To that end, she is working toward a Doctorate in Educational Technology at Louisiana State University.

**Sinawong Sang** has been working as a Deputy Director of the department of ICT policy and strategy for the National ICT Development Authority (NiDA) since 2002. In his role in the department, he is responsible for the ICT policy and strategy, particularly e-government. Sang received his Bachelor’s degree in Computer Sciences & Engineering from the Royal University of Phnom Penh in Cambodia in 2001. He got his Master’s degree in Management from Charles Sturt University, Australia, in 2006. Currently he is a PhD candidate at International IT Policy Program (ITPP), Technology Management, Economics and Policy (TEMEP), College of Engineering, Seoul National University. His research interests include: e-government acceptance and adoption, issues of e-government implementation in developing countries, and Partial Least Squares (PLS) and related methods.

**Pei-Di Shen** now works as Director of the Teacher Education Center and professor of Graduate School of Education, Ming Chuan University, Taipei, Taiwan. Professor Shen is one of the Editors-in-Chief of International Journal of Online Pedagogy and Course Design. Her primary interest areas are E-learning, Knowledge Management, Virtual Community, and Management Information Systems. Her research focus is the distance education in higher education.
Chia Hua Sim is a Lecturer in the School of Business and Enterprise at Swinburne University of Technology, Sarawak Campus, Malaysia. Her research interests include entrepreneurship, small businesses research, and e-commerce. She has presented at national and international conferences on topics related to ICTs and e-commerce.


Reima Suomi is a Professor of Information Systems Science at University of Turku, and a part-time Professor at Huazhong Normal University, Wuhan, Hubei, China. He has been a Professor at Turku School of Economics and Business Administration, Finland since 1994. He is a Docent for the universities of Turku and Oulu, Finland. Years 1992-93 he spent as a “Vollamtlicher Dozent” in the University of St. Gallen, Switzerland, where he led a research project on business process re-engineering. Currently, he concentrates on topics around management of networked activities, including issues such as management of telecommunication networks, electronic and mobile commerce, virtual organizations, telework, and competitive advantage through telecommunication-based Information Systems. His research agenda includes different governance structures applied to the management of IS, enabled by IS, as well as application of Information Systems in healthcare. Reima Suomi has over 500 publications, and has published in journals such as Communications of the Association for Information Systems, CIN: Computers, Informatics, Nursing, Information & Management, Information Services & Use, Technology Analysis & Strategic Management, The Journal of Strategic Information Systems, Behaviour & Information Technology, Journal of Management History, Orthopaedic Nursing and Information Resources Management Journal. For the academic year 2001-2002, he was a senior researcher “varttunut tutkija” for the academy of Finland. With Paul Jackson he published the book “Virtual Organization and workplace development” with Routledge, London.
About the Contributors

**Brychan Thomas** is a Senior Research Fellow in Small Business and Innovation and Deputy Leader of the Welsh Enterprise Institute at the University of Glamorgan Business School, UK. He has a science degree and an MSc in the Social Aspects of Science and Technology from the Technology Policy Unit at Aston University and a PhD in Science and Technology Policy, CNA/University of Glamorgan. He has produced over 280 publications in the area of science communication, innovation, and small business policy, including the books “Triple Entrepreneurial Connection” and “E-Commerce Adoption and Small Business in the Global Marketplace: Tools for Optimization,” and is on the Editorial Advisory and Review Board of the International Journal of E-Business Management, the Editorial Review Board of the International Journal of E-Entrepreneurship and Innovation and the Editorial Advisory Board of IMJ – International Management Journals. During the academic year 2008/2009 he was on secondment as a Fellow of the Advanced Institute of Management at the Centre for Technology Management, University of Cambridge.

**Piers Thompson** is a Lecturer in Economics at the Cardiff School of Management within the University of Wales Institute, Cardiff (UWIC). Prior to this he worked on the Welsh component of the Global Entrepreneurship Monitor (GEM) project, the world’s largest international study of entrepreneurial activity and attitudes. His research interests are in small firm finance, ethnic entrepreneurship, and macroeconomic investment patterns. His work on topics relating to small business and firm start-up activity has been published in a number of international journals including: Regional Studies, the International Journal of Entrepreneurial Behaviour & Research, and the International Small Business Journal. He has also recently worked on the UK Competitiveness Index for 2010, a study benchmarking the competitiveness of localities across the United Kingdom. His current research integrates his earlier work on entrepreneurial activity, attitudes, and technological development and diffusion in the digital age within the framework of regional and local development.

**Chia-Wen Tsai** is an assistant professor in the Department of Information Management, Ming Chuan University. Dr. Tsai is one of the Editors-in-Chief of International Journal of Online Pedagogy and Course Design, and International Journal of Technology and Human Interaction. He is also the Associate Editor of Cyberpsychology, Behavior, and Social Networking, and International Journal of Information Communication Technologies and Human Development. He is interested in online teaching methods and knowledge management.

**Chengbo Wang** is a Senior Lecturer in the Business School of Edge Hill University. He had been working for nine years in industry, with an extensive experience of industrial engineering, supply chain management, project management, and the application research of academic theories into real world operations. After he joined the academic world, he keeps doing research and publishing papers, besides other academic activities. His academic foci include: logistics management/supply chain management, retailing operations, green issues in operations and logistics, operations management, knowledge management, case-based reasoning, quality management, manufacturing strategy, and educational issues within operations and supply chain management. Besides cooperation network in academia, Dr. Wang also has extensive links and collaboration with industries both in UK and other countries.
Robert Williams is a researcher based at NEO. Previous assignments include working on the Welsh element of the Global Entrepreneurship Monitor (GEM) project, which is recognised as the world’s largest international study of entrepreneurial activity. His research interests are in small rural firms’ entrepreneurial capabilities and their interactions with government rural development policy. His more recent work has focused on the role and impact of social enterprise in deprived areas of Wales. His work on topics relating to small rural business, social enterprise activity and enterprise education as been presented and published in the proceedings of a number of international and national conferences. He is also the author of a number of book chapters and journal articles on topics such as e-commerce in small and medium enterprises, and rural entrepreneurship. His latest research concentrates on bringing his existing areas of expertise together to examine the usage of e-commerce in rural SMEs and the social impacts of greater e-commerce diffusion.