Table of Contents

RESEARCH ARTICLES

1 Optimal Introduction Timing Policy for a Successive Generational Product
   Deepti Aggrawal, Department of Operational Research, University of Delhi, Delhi, India
   Ompal Singh, Department of Operational Research, University of Delhi, Delhi, India
   Adarsh Anand, Department of Operational Research, University of Delhi, Delhi, India
   Mohini Agarwal, Department of Operational Research, University of Delhi, Delhi, India

17 Mobile Government Services: Challenges and Opportunities
   Hassan Y. A. Abu Tair, Department of Computer Science, King Saud University, Riyadh, Saudi Arabia
   Emad A. Abu-Shanab, Department of MIS, Yarmouk University, Irbid, Jordan

   Sergey Samoilenko, Department of Computer Science and Computer Information Systems, Averett University, Danville, VA, USA
   Kweku-Muata Osei-Bryson, Department of Information Systems, Virginia Commonwealth University, Richmond, VA, USA

43 Confirmative Pressures in ERP Institutionalisation
   Azadeh Pishdad, School of Information Technology and Mathematical Sciences, University of South Australia, Adelaide, SA, Australia
   Abrar Haider, School of Information Technology and Mathematical Sciences, University of South Australia, Adelaide, SA, Australia

56 A Comprehensive Summary Review of Internet Advertising and Online Market Places that Provides Detailed Insights and Understanding On What Information Systems Discipline is About
   Efosa Idemudia, Department of Business Data Analytics & Information Systems, Arkansas Tech University, Russellville, AR, USA

73 Competitive Strategies in the Computer Industry
   Shameem Akhter, Western Oregon University, Monmouth, OR, USA
   Nayem Rahman, Portland State University, Portland, OR, USA
   Mohammad Nirjhar Rahman, University of Rajshahi, Rajshahi, Bangladesh

Copyright
The International Journal of Technology Diffusion (IJTD) (ISSN 1947-9301; eISSN 1947-931X), Copyright © 2014 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.