# Editorial Preface

Vishnanth Weerakkody, Brunel University, Middlesex, UK

## Research Articles

1. **Can Marketing Strategies Enhance the Adoption of Electronic Government Initiatives?**
   - Antonis C. Simintiras, School of Management, Swansea University, Swansea, Wales, UK
   - Yogesh K. Dwivedi, School of Management, Swansea University, Swansea, Wales, UK
   - Nripendra P. Rana, School of Management, Swansea University, Swansea, Wales, UK

   - Ayankunle A. Taiwo, Computer and Information Science Department, Universiti Teknologi Petronas, Perak, Malaysia
   - Alan G. Downe, Department of Marketing and Management, Curtin University, Sarawak, Malaysia
   - Siew-Phaik Loke, Faculty of Business Management, UiTM Perak Seri Iskandar Campus, Bota, Malaysia

3. **Encouraging Society Participation Through Conversations About Public Service Processes**
   - Bruna Dírr, Graduate Program in Informatics (PPGI), Universidade Federal do Rio de Janeiro (UFRJ), Rio de Janeiro, Brazil
   - Renata Araújo, Graduate Program in Information Systems (PPGI), Federal University of the State of Rio de Janeiro (UNIRIO), Rio de Janeiro, Brazil
   - Claudia Cappelli, Graduate Program in Information Systems (PPGI), Federal University of the State of Rio de Janeiro (UNIRIO), Rio de Janeiro, Brazil

4. **A Cross-Cultural Comparison of Electronic Government Adoption in Spain and the USA**
   - Ramón Rufín, Marketing Research Group, Universidad Nacional de Educación a Distancia, Madrid, Spain
   - France Belanger, Pamplin College of Business, Virginia Tech, Blacksburg, VA, USA
   - Cayetano Medina Molina, Centro Andaluz de Estudios Empresariales, Seville, Spain
   - Lemuria Carter, Department of Accounting and Finance, North Carolina A & T State University, Greensboro, NC, USA
   - Juan Carlos Sánchez Figueroa, Universidad Complutense de Madrid, Madrid, Spain

5. **Mobile ICTs in Government Field Operations: A Socio-Technical Innovation Project**
   - Hans J. Scholl, University of Washington, Seattle, WA, USA

---

The International Journal of Electronic Government Research (IJEGR) (ISSN 1548-3886; eISSN 1548-3894), 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. The views expressed in this journal are those of the authors but not necessarily of IGI Global.