Chapter 60
Citizens’ Voice and Adoption of Pakistani E-Government Services

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ABSTRACT
Even though there is emerging literature on e-government, research focused on potential problems related to citizens’ adoption of e-government services in developing countries is still limited. As a developing country, e-government services in Pakistan have witnessed prolific advancements over the years. Since 2002, Pakistan has strategically adopted e-government as a part of its policy. In this chapter, the factors influencing citizens’ e-government service adoption in Pakistan are examined using the unified theory of acceptance and use of technology model. The findings indicate that, in addition to the lack of awareness and data privacy, all of the factors specified by the model have an effect on the adoption of these services in Pakistan. The empirical results highlight the voice of citizens concerning the usage of the services. This information can be used by the policy and decision makers to promote services that correspond better to the needs of the citizens.

INTRODUCTION
The expansion of the Internet and the advancement of information and communication technologies (ICT) offer new channels for governments to reach and serve their citizens. ICT provides opportunities for government to increase operational efficiency by reducing costs, increasing productivity, and providing quality services. E-government has been conceptualized as an intensive use of ICT, by governments, to provide high quality public services to citizens. According to Laudon and
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E-government services are still not mature around the world. The maturity of e-government services can be divided into four stages, based on the
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