

Factors Influencing Adoption Of E Marketing By Small And

In the next few years, it is expected that most businesses will have transitioned to the use of electronic commerce technology, namely e-commerce. This acceleration in the acceptance of e-commerce not only changes the face of business and retail, but has introduced new, adaptive business models. The experience of consumers in online shopping and the popularity of the digital marketplace have changed the way businesses must meet the needs of consumers. To stay relevant, businesses must develop new techniques and strategies to remain competitive in a changing commercial atmosphere. The way in which e-commerce is being implemented, the business models that have been developed, and the applications including the benefits and challenges of e-commerce must be discussed to understand modern business. The Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business discusses the best practices, latest strategies, and newest methods for implementing and managing e-commerce in modern businesses. This includes not only a view of how business models have changed and what business models have emerged, but also provides a focus on how consumers have changed in terms of their needs, their online behavior, and their use of e-commerce services. Topics including e-business, e-services, mobile commerce, usability models, website development, brand management and marketing, and online shopping will be explored in detail. This book is ideally intended for business managers, e-commerce managers, marketers, advertisers, brand managers, executives, IT consultants, practitioners, researchers, academicians, and students interested in how e-commerce is impacting modern business models.

"This book is a collection of knowledge on contemporary experiences on technological, societal and legal setups of e-Government implementation in emerging economies"--Provided by publisher.

Adoption of e-commerce is vital for SMEs to survive in competitive global markets. The SMEs in developing countries have recognized the benefits of e-commerce adoption. However, for successful implementation of e-commerce, awareness of various factors affecting the adoption remains crucial. This book discusses the adoption of e-commerce with SMEs in Sri Lanka. As part of basic research, the study attempts to enhance available knowledge by investigating the 'cost factors' affecting adoption.

Handbook of Research on E-Government in Emerging Economies: Adoption, E-Participation, and Legal Frameworks

Saudi Students' Perspectives

Factors Influencing E-governance Adoption in South African Local Government

Requirements for the Implementation of E-commerce in Tour Firms Within Nairobi - Kenya

Publishing and Book Trade in Kenya

Additional Factors Affecting the Adoption of E-commerce by Senior American Residents

Knowledge management principles, strategies, models, tools, and techniques have been proven in government, business, and industry. More recently, knowledge management has emerged as an essential enabler for the successful pursuit of scholarly activities in higher education. Knowledge management has significant contributions to make in capturing, storing, processing, and disseminating knowledge between and across these stakeholder entities and

their processes to better support these interrelated processes and activities. Given the impetus provided by the United Nations Global Knowledge Economy Policy, institutions worldwide are actively pursuing the use of knowledge management in all facets of social and economic development. The importance of knowledge management research and application in academia is a critical element of this multifaceted endeavor. Enhancing Academic Research and Higher Education With Knowledge Management Principles is a compendium of cutting-edge research on the use of knowledge management in higher education and provides original, theoretical, and application-oriented research within this domain. The book will also provide insights on the management of expertise, knowledge, information, and organizational development in different types of work communities and environments. By including research on global perspectives, the implementation of knowledge management at universities, current trends in the field, and the results, this book is a valuable reference work for professionals and researchers working in the field of information and knowledge management in various disciplines, and academics, analysts, developers, students, technologists, education consultants, higher education administrators, academicians, stakeholders, and practitioners seeking to learn, improve, and expand their theoretical and applied knowledge of knowledge management tools and techniques, models, processes, and systems in higher education.

Building upon Rogers' Paradigm of the adoption of an Innovation by an Individual within a Social System (Rogers, 1962), this dissertation proposes a simple but robust theoretical adoption framework, which classifies innovation adoption factors into three dimensions: Decision Entity (DE: an individual or an organization), Decision Object (DO: the information technology to be adopted), and Decision Context (DC: the environment where a decision is made). I operationalize the classification framework through an empirical investigation of critical factors underlying the adoption of the online direct sales channel (ODSC) by small and medium-sized enterprises (SMEs). Synthesizing existing studies on the adoption of e-Commerce technologies among SMEs, I propose a research model on the impact of DE, DO and DC factors on an SMEs' behavioral intention to embrace ODSC. Those factors include perceived relative advantage and perceived ease of use (DO factors), risk propensity, resource slack, and expertise in the Internet (DE factors), and perceived competitive pressure (DC factor). I develop, validate, and administer an Internet-based survey to a sample of SMEs in the State of Ohio in the United States. Structural Equation Modeling (SEM) on an initial model and a revised model reveals that DE factors including risk propensity and resource slack, DO factors including perceived relative advantage and perceived ease of use, and a DC factor, perceived competitive pressure, significantly impact, directly or/and indirectly, SMEs' behavioral intention to embrace ODSC. Expertise (a DE factor) is found not to have any direct or indirect effect on an SME' behavioral intention to embrace ODSC. This dissertation has several significant contributions: First, the classification model proposed in this dissertation not merely provides a simple but robust framework for categorizing extant IS adoption factors in the literature, but also provides an effective approach for identifying new factors in future IS adoption studies. Second, the ODSC Model, which is empirically tested in this dissertation, will not only enhance our knowledge of SMEs' adoption of ODSC, but also improve our understanding of the adoption and diffusion of IS innovations among SMEs in general. Finally, the findings of this study also provide useful information that may help policy-makers and business decision-makers create a favorable environment that stimulates the adoption and use of ODSC among SMEs.

We conducted ninety-four surveys among small growers of greenhouse ornamental in three Northeastern states to examine factors that influence IPM adoption. We construct four alternative dependent variables describing the extent of IPM adoption, and employ Standard Logit, Ordered Logit and Tobit models to identify factors affecting IPM adoption. We find that IPM adopters are more likely to operate large farms, use more full time workers, and have diversified operations to include vegetables. Greenhouses that suffered serious disease problems are less likely to adopt IPM practices; the position of head growers in the greenhouse operations is also influential in IPM adoption. Our findings reveal that unavailability of biological control agents is a great hindrance for growers to adopt IPM. Our analysis also highlights substantial difference between the self-reported IPM measure and the three

objective IPM measures.

A STUDY OF THE FACTORS INFLUENCING CUSTOMER BEHAVIOR TOWARDS THE ADOPTION OF E-COMMERCE IN SHANGHAI, CHINA

Factors Affecting E-commerce Adoption Among SMEs

A Study of Factors Influencing the Adoption of E-commerce Technology in Small and Medium Enterprises (SMEs) in the Kingdom of Thailand

Enhancing Academic Research and Higher Education With Knowledge Management Principles

Investigating Factors Influencing the Adoption of E-learning

An Investigation of the Factors Affecting Consumers' Adoption of E-commerce

This paper contributes to the electronic banking (e-banking) literature by applying the modified Technology Acceptance Model (TAM) in an under-researched Zambian context. Specifically, it examines the influence of e-banking technology's perceived usefulness, perceived ease of use and trust (safety and credibility) on e-banking adoption. Based on a quantitative correlational design, primary sample data were collected from 222 bank customers from two of Zambia's largest cities. The findings indicate that the modified TAM model is applicable in the Zambian context and that perceived usefulness, ease of use and trust each significantly positively influences attitude to e-banking. In turn attitudes to e-banking influence intention and actual adoption of e-banking services. For scholars, practitioners and policy makers, the study shows that improving perceptions of trust (safety, security and credibility), usefulness and ease of use of e-banking systems would result in increased adoption. This paper is the first to extend the modified TAM model into the under-researched developing country context of e-banking in Zambia.

Factors Influencing Adoption of E-Tshwane an End-user Perspective

E-government adoption is well researched, but its influencing factors are often subjective and consequent on different influencing factors. Some studies have associated influencing factors to environmental factors or locations which all have theoretical explanations. This research aims to identify and critically assess the factors influencing the adoption of e-Government in Dubai. It examines concepts of e-government and its adoption, and a critical assessment of factors that influence e-government adoption in the UAE is conducted. The Unified theory of acceptance and use of technology (UTAUT) model is adopted to explain adoption of e-government services in Dubai to better understand variables of e-government adoption in the city. Eight direct hypotheses and four moderating hypotheses were developed and tested in Dubai public sector departments. 172 staff from nine public sector organisations participated in this study completing a quantitative survey designed using eight factors derived UTAUT and 10-factor models. The empirical results that shows that eight factors influence e-government adoption in Dubai public sector departments. Both gender and age were rejected as moderators of e-government adoption. The findings generated both practical and theoretical implications that informed recommendations for improving e-government adoption, and suggestions for future research informed by the rejected hypotheses.

Factors Influencing Citizens' Adoption of E-government in Saudi Arabia

***Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business
A Survey***

Factors Affecting the Adoption of E-Filing of Income Tax Returns in India

An Investigation of Factors Affecting the Adoption of E-payment System in Libya

Factors Affecting E-Commerce Adoption

In the current turbulent business environment, there is a premium on trust. It has become a much desired resource in business organizations, but at the same time it has remained a very elusive idea. How to build and preserve trust, how to cope with opportunism and distrust, and how they affect organizational performance are crucial problems. This original book is the first to offer a wide-ranging study of trust within and between organizations from the perspective of several social and management sciences. The specially commissioned contributions from many well-known experts combine theoretical analysis of problems around trust with empirical study in a range of different organizations in contexts such as China, Japan, India, the US, as well as several European countries. The many issues covered by the book include the relationship between trust and power, trust and law, how to build trust where there was previously none, the impact of trust on performance, and the fragility of trust in different societal contexts. The wide theoretical scope, together with the range of organizational settings and the rich empirical detail of behaviour around trust and opportunism, make this an important and instructive volume.

This paper evaluates the e-filing trends in India and also discusses the factors affecting the adoption of e-filing system and level of satisfaction among the e-filing system users in India. In the existing literature of behavioral science, there is an extensive use of the Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975), Theory of Planned Behavior (TPB) (Ajzen, 1985) and Technology Acceptance Model (TAM) (Davis et al., 1989) to explain the different factors affecting the human behavior and also with special reference to the factors influencing adoption of the e-filing system. This study also uses TPB and TAM for determining the different factors affecting the e-filing adoption in India. For this purpose, a structured questionnaire is framed to get the opinions of the e-filing system users. Primary data so collected are analyzed with the help of different statistical and econometric tools such as

mean, standard deviation, principal component analysis, and multivariate probit analysis. The findings of the study suggest that the tax professionals surveyed are very much satisfied with the e-filing system and thus there is a positive behavioral intention towards the entire system. Such a positive intention and level of satisfaction is due to the perceived ease of operation, perceived utility, e-filing website service quality, social influence and cost-effectiveness. The results of the study also reveal that perceived risk associated with the e-filing system negatively affects the level of satisfaction and the behavioral intention of the e-filing system users.

The main objective of the study is to determine factors that influence the adoption of e-governance performance within South African local governments. It also looks at the technological factors that could the adoption of e-government in South African local governments.

**Factors Influencing E-commerce Adoption Behavior of Internet Users from Romania
Evidence from Bank Customers in Zambia**

Factors Affecting Consumers Adoption of E-commerce

Trust Within and Between Organizations

Factors Influencing Consumers' Trust on E-commerce Adoption in Sri Lanka

Exploring Factors Affecting Consumer Adoption of E-commerce

With new technologies constantly being created, implemented, and sold, it is a robust opportunity for companies to hop on board with the latest digital trends. With the business world undergoing rapid changes and advancements in current times, the transformation process has been rapid and the disruptions significant. This has created a culture of innovation and a plethora of available business opportunities, especially when focused on Central Asia, Southeast Asia, and East Asia. Along with these innovative technologies and new opportunities in the business world comes challenges and trends within the Asian region that require more attention and advanced research to fully understand this digital transformation era and the resulting impacts, challenges, and solutions. The Handbook of Research on Disruptive Innovation and Digital Transformation in Asia addresses key topics for understanding business opportunities in Asia, covering a variety of challenges and nations in the Asian region from technological disruption and innovation to connectivity and economic corridors in Asia, Islamic finance and tourism, and more. Due to its innovative topics and approaches, geographical focus, and methodologies, the chapters provide readers with a unique value in bringing new perspectives to understanding emerging businesses and challenges in Asia. This book is ideal for professors

in academia, deans, students, politicians, policymakers, corporate heads of firms, senior general managers, managing directors, information technology directors and managers, and researchers.

The purpose of the research is to find the factors which persuade the consumers' trust on e-commerce adoption in Sri Lanka. The creation of the Internet has reduced physical borders and made the world a smaller place where people can able to keep in touch with one another at any time from every nook and corner. This research arise the following research questions. How the security and privacy concerns in online transaction relate with e-commerce adoption? How do the trustworthiness and reliability of the web vendors relate to the consumer's adoption of e-commerce? and How the performance, physical, security, privacy and delivery risk affect consumers to adopt in e-commerce. Questionnaire was used as a research instrument and basically the questionnaire cover two parts; such as 1st part covers questions related to online purchase and adoption of electronic commerce. The 2nd part covers factors affecting ecommerce security, privacy, and trust as well as risk perceptions. The extensive literature survey helped to form the research variables and hypothesis. To measure the questions likert scale measurement was used. The likert scale measurement were ranging from 1 - very unimportant to 5 - very important. This research shows that, consumer's perceived privacy, security and trustworthiness of Web vendor in e-commerce transaction positively contributes to his/her trust in e-commerce adoption. On the other hand the influence of a consumer's perceived security in e-commerce transaction is mediated by consumer's perceived privacy and consumer's adoption in e-commerce transaction not negatively associated with e-commerce perceived risks.

Since Kenya is a renown Tourist destination there is need for kenyan Tour Operators to market it effectively. Tourism is an experiential product for which the consumer expects value for money. In order to satisfy his needs the tourist expects the service to be readily accessible and provided with speed. The implementation of E-commerce in the Kenyan Tour Firms' Operations will increase speed of delivery and enable consumers access the various tourist attractions available in kenya. Most business organizations today are embracing new technologies such as E-commerce to enable them attain a competitive edge. Since Tour Operators are in the service industry, most of their activities e.g sales and marketing, reservations and even payment can effectively be carried out online. Hence, if kenyan Tour Operators Adopt E-commerce it will enable them raise their profits and become more competitive internationally.

Extending the Technology Acceptance Model

Factors Influencing Executive Management's Adoption of E-learning Solutions

A Case Study of Dubai Public Sector Departments

A Study of On-line Share Trading Technology Within NZ Brokerage Firms : a Thesis Submitted in Partial Fulfilment of the Requirements for the Degree of Master of Commerce in Accountancy, Finance & Information Systems in the University of

Canterbury

An Empirical Study of Saudi Arabia

With the modernization of services offered through the internet, many traditional face-to-face services have adopted new e-service phenomena. Especially prevalent among the younger generations, this change in service has promoted many industries to rethink how to best reach their consumers using modern technology. Structural Equation Modeling Approaches to E-Service Adoption is a pivotal reference source that aims to share the latest empirical research findings within technology acceptance, information systems, information technology, human-computer interaction, and management information systems. While highlighting topics such as e-commerce, internet banking, and technology acceptance, this publication explores the understanding of today's e-services in a dynamic and complex environment, as well as the methods within the field of information systems and information technologies. This book is ideally designed for academics, students, managers, and scholars interested in the up-and-coming research surrounding the field of information technology.

This study attempts to determine the level of acceptance of eFiling, the online platform of the South African Revenue Service, and to develop an understanding of the factors that influence State Information Technology Agency (SITA) taxpayers using eFiling. This study used Combined TAM-TPB as a framework. A survey was used to collect primary data using online questionnaire via survey monkey. The sample size of 100 was used. Warp PLS 5.0 statistical software was used to analyse and interpret the data. Further more descriptive statistics, regression analysis and chi square analysis were also used. The study is confined to SITA taxpayers in Pretoria. The study found that 62.24% of SITA taxpayers have adopted eFiling. It was also found that perceived credibility and perceive usefulness are the most influential factors towards behavioural intention of SITA Taxpayers in terms of using eFiling, with path coefficients of 0.54 and 0.27 respectively.

Introduction of internet-based electronic commerce contributes significant opportunities for large and small firms to grow their business from customer base perspective, introducing innovative products and rationalise their businesses by competing in the global economy. It has been a slow initiative for small, medium and micro enterprises (SMMEs) to adopt and evaluate electronic commerce. Many SMMEs have been unsuccessful in achieving the levels of adoption required to appreciate the benefits associated with e-commerce during the developmental stages of operations. The study's purpose is to investigate the factors that affect the adoption/ non-adoption of e-commerce in SMMEs.

Handbook of Research on Disruptive Innovation and Digital Transformation in Asia

The Adoption of E-business Technology by SMEs

Factors Influencing the Adoption of E-commerce

An Empirical Examination of Factors Affecting Adoption of an Online Direct Sales Channel by Small and Medium-sized Enterprises

Factors Affecting Citizens' Adoption of E-government Moderated by Socio-cultural Values in Saudi Arabia

Adoption, E-Participation, and Legal Frameworks

The main aim of this study is to investigate the factors that influence the adoption of e-Tshwane as an e-government solution, focusing on an end-user perspective. It also looks at the benefits and advantages of the adoption of e-Tshwane for the citizens of

Tshwane.

This engaging new text introduces students to the world of media through a unique structure that makes the material easily intelligible and meaningful to their lives. Each chapter is divided into three-part narrative sections: history, industry, and controversy. Mass Media in a Changing World is the story of where the media came from, why they do what they do, and why those actions cause controversies. The updated edition features updated statistics and current examples, including the Web 2.0, the firing of Don Imus, coverage of the shootings at Virginia Tech, citizen journalism and blogs, and much more!

This research aimed at investigating the factors influencing students' intention to adopt e-learning as a supplementary tool (BIS) and for distance education (BID). A model based on the theory of Planned Behaviour (Ajzen, 1985) was developed in which the students' attitude (AT), Subjective Norm (SN) and Perceived Behavioural Control (PBC) were proposed as determinants of the students' behavioural intention to adopt e-learning (BI). The model hypothesised that gender and internet experience moderate the effects of these factors. The model also suggested some factors as antecedents to AT, SN and PBC. The study adopted a mixed methods approach, involving two small-scale qualitative phases and one major quantitative phase. The samples were drawn from students at a Saudi University. The results revealed that the model explained 20% of the students' BIS and 41% of the students' BID. Moreover, the results revealed that PBC, or the students' perceptions of the existence of constraints that can hamper their adoption of e-learning, was the most significant factor influencing their BIS and BID. Furthermore, for the adoption of e-learning to supplement the face-to-face study, SN or the students' perceptions of the social pressures put on them to adopt e-learning, was the second important factor influencing their decision, followed by AT. On the other hand, in the context of adopting e-learning for distance education, AT was more significant than the students' SN. In addition, gender was found to only moderate the link between PBC and BID. Internet experience was found to moderate the link between AT and BIS as well as the link between PBC and BID. The findings showed that e-learning perceived Ease of Use, Usefulness, Interactivity and Flexibility determined AT. The beliefs of the students' peers, family and instructors were found to shape their SN. Perceived Accessibility was the most significant antecedent of PBC, followed by Internet Self-Efficacy and finally, University Support. Moreover, the students did not show differences in BIS when they were compared, based on some selected demographics, while they showed differences in BID when they were compared on the same demographics. Semi-structured interviews were also conducted with six students to shed light on some of the results.

Conceptual Issues and Empirical Applications

Factors Influencing E-banking Adoption Among Customers in Libyan Banks

Factors Affecting the Adoption of E-procurement Technologies from the Supplier Perspective

An Evaluation of the Factors Influencing the Adoption of E-commerce in the Purchasing of Leisure Travel by the Residents of Cascais, Portugal

Factors Influencing Adoption of E-filing at the State Information Technology Agency

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Factors Influencing Adoption of Integrated Pest Management Practices in Northeast Greenhouse Ornamentals