

Consumer Behavior, Organizational Development, and Electronic Commerce: Emerging Issues for Advancing Modern Socioeconomies

Mehdi Khosrow-Pour

Information Resources Management Association, USA

Information Science
REFERENCE

INFORMATION SCIENCE REFERENCE

Hershey • New York

Table of Contents *lib*

Preface	xviii
----------------------	-------

Chapter I

Consumer-to-Consumer Electronic Commerce: An Emerging Stream of Research	1
<i>Kiku Jones, University of Tulsa, USA</i>	
<i>Lori N. K. Leonard, University of Tulsa, USA</i>	

Chapter II

Online Consumers' Switching Behavior: A Buyer-Seller Relationship Perspective	18
<i>Dahui Li, University of Minnesota Duluth, USA</i>	
<i>Glenn J. Browne, Texas Tech University, USA</i>	
<i>James C. Wetherbe, Texas Tech University, USA</i>	

Chapter III

From High Tech to High Touch: The Effects of Perceived Touch on Online Customers' Intention to Return	30
<i>Hong-Mei Chen, University of Hawaii, USA</i>	
<i>Qimei Chen, University of Hawaii, USA</i>	
<i>Rick Kazman, University of Hawaii, USA</i>	

Chapter IV

A Movie E-Shop Recommendation Model Based on Web Usage and Ontological Data.....	51
<i>Andreas Aresti, University of Patras, Greece</i>	
<i>Penelope Markellou, University of Patras, Greece</i>	
<i>Ioanna Mousourouli, University of Patras, Greece</i>	
<i>Spiros Sirmakessis, Technological Education Institute of Messolonghi, Greece</i>	
<i>Athanasios Tsakalidis, University of Patras, Greece</i>	

Chapter V

Search Engine Optimization an Action Research Project: Initial Results and Two Year Follow-Up	69
<i>Ross A. Malaga, Montclair State University, USA</i>	

Chapter VI

A Flow Theory Integrated Model of Web IS Success.....	86
---	----

Edward J. Garrity, Canisius College, USA

*Yong Jin Kim, Sogang University, South Korea & State University of New York at
Binghamton, USA*

Joseph B. O'Donnell, Canisius College, USA

Cheul Rhee, State University of New York at Buffalo, USA

G. Lawrence Sanders, State University of New York at Buffalo, USA

Chapter VII

Evolving a Strategy for Web-Based Shopping Systems	107
--	-----

Changsu Kim, Yeungnam University, Korea

Robert D. Galliers, Bentley College, USA & London School of Economics, UK

Kyung Hoon Yang, University of Wisconsin-La Crosse, USA

Jaekyung Kim, University of Nebraska-Lincoln, USA

Chapter VIII

A Review of Single-Item Internet Auction Literature and a Model for Future Research.....	124
--	-----

Jeff Baker, Texas Tech University, USA

Jaeki Song, Texas Tech University, USA

Chapter IX

Changing IT Skills: The Impact of Sourcing Strategies on In-House Capability Requirements	148
--	-----

Christine V. Bullen, Stevens Institute of Technology, USA

Thomas Abraham, Kean University, USA

Kevin Gallagher, Northern Kentucky University, USA

Kate M. Kaiser, Marquette University, USA

Judith C. Simon, University of Memphis, USA

Chapter X

Understanding Outsourcing of Web-Based Applications in Organizations: The Case of E-Insurance	171
--	-----

Teuta Cata, Northern Kentucky University, USA

Chapter XI

Business Process Outsourcing Modeling.....	188
--	-----

Lai Xu, SAP Research, Switzerland

Paul de Vrieze, SAP Research, Switzerland

Chapter XII

Innovative Technological Paradigms for Corporate Offshoring.....	207
--	-----

Tapasya Patki, GGSIP University, New Delhi

A. B. Patki, Government of India, New Delhi

Chapter XIII

Factors Influencing the Extent of Deployment of Electronic Commerce for Small- and Medium-Sized Enterprises.....	229
<i>Sandy Chong, Curtin University of Technology, Australia</i>	
<i>Graham Pervan, Curtin University of Technology, Australia</i>	

Chapter XIV

Barriers to E-Commerce Adoption in SMEs: A Comparison of the Perception of Barriers in a Developed and a Developing Country	256
<i>Robert C. MacGregor, University of Wollongong, Australia</i>	
<i>Mira Kartiwi, University of Wollongong, Australia</i>	

Chapter XV

A Parallel Methodology for Reduction of Coupling in Distributed Business-to-Business E-Commerce Transactions.....	277
<i>Anthony Mark Orme, Athens State University, USA</i>	
<i>Letha H. Etzkorn, University of Alabama, USA</i>	

Chapter XVI

E-Business Triggers: Further Insights into Barriers and Facilitators amongst Ghanaian Non-Traditional Exporters (NTEs).....	294
<i>Olav Sorensen, Aalborg University, Denmark</i>	
<i>Robert Hinson, Aalborg University, Denmark</i>	

Chapter XVII

Organizational Motivation and Interorganizational Systems Adoption Process: Empirical Evaluation in the Australian Automotive Industry	311
<i>Md. Mahbubur Rahim, Monash University, Australia</i>	
<i>Graeme Shanks, Monash University, Australia</i>	
<i>Robert Johnston, The University of Melbourne, Australia</i>	
<i>Pradip Sarker, RMIT University, Australia</i>	

Chapter XVIII

Inter-Organizational E-Commerce in Healthcare Services: The Case of Global Teleradiology	328
<i>Arjun Kalyanpur, Teleradiology Solutions, India</i>	
<i>Firoz Latif, Teleradiology Solutions, India</i>	
<i>Sanjay Saini, Harvard Medical School, USA</i>	
<i>Surendra Sarnikar, University of Arizona, USA</i>	

Compilation of References	338
--	------------

About the Contributors	375
-------------------------------------	------------

Index.....	384
-------------------	------------