EDITORIAL PREFACE

Sushil K. Sharma, Ball State University, Muncie, IN, USA

IN THIS ISSUE

The literature on e-adoption in various areas such as health, education, learning, security, energy, transport and environment is growing enormously in last few years. A growing literature recognizes the positive impact e-adoption has made on social and economic front. Organizations have created more operational and economic efficiencies. Individuals have been benefited by having more opportunities and choices and the e-governments projects have led to more empowerment, transparencies and equity in the governmental systems. The e-adoption is changing the landscape of 21st century although there are still enormous challenges and concerns that needs resolution. The *International Journal of e-Adoption* is dedicated to fostering research and improving knowledge in the adoption of the Internet and its various associated related information and communication technologies in organizations. This issue of the International Journal of E-adoption (IJEA) reports findings of some of the research studies that are conducted for e-adoption. The summaries of the studies included in this issue are given below.

Who Likes to Meet Blind Dating on the Internet?

Yi-Fen Chen, Chung Yuan Christian University, Taiwan
Chia-Wen Tsai, Ming Chuan University, Taiwan
Bo-Ying Chen, Chung Yuan Christian University, Taiwan

Due to busy modern lifestyles, the emotional distance between people has widened. Some people are unable to broaden their social circles or meet new people of the opposite sex because of their environment or work, so they seek non-traditional methods to meet new people. One of these methods is the use of the Internet. Match making on online dating sites and getting involved in dating service have become quite

popular these days. The study is conducted with online questionnaires; out of those distributed, 302 valid samples were returned. The main research method was putting the samples through stepwise linear regression analysis. By focusing on the reasons people participate in blind dating through the Internet, this study examines theories on the relatedness needs, personality characteristics, sensation-seeking motivation, and self-disclosure of those involved; and develop a framework for research to understand what type of people use dating service as a means of meeting others. Results from the study show that interpersonal needs and self-disclosure play a role in why one would want to participate in blind dating. Furthermore, there is a definite connection between the characteristics of one's personality and the desire to participate in blind dating. The sensation seeking people are therefore more likely than others to participate in blind dating.

Examining Mobile Banking User Trust: A Tripartite Perspective

Tao Zhou, Hangzhou Dianzi University, China

Building users' trust is crucial to alleviating their perceived risk and facilitating their usage of mobile banking. Drawing on a tripartite perspective of transference-based, personality-based and self-perception-based determinants, this research examined mobile banking user trust. Transference-based determinants include structural assurance and online banking trust. Personality-based determinant is trust propensity. Self-perception-based determinants include system quality, information quality and service quality. The results indicated that these three kinds of determinants have significant effects on user trust. Among them, information quality, service quality and structural assurance have relatively larger effects. The results imply that service providers need to consider these three

kinds of trust determinants in order to facilitate user trust in mobile banking.

Digital Divide and e-Readiness: Trends and Gaps

Mohammad Reza Hanafizadeh, Research Institute for ICT - ITRC, Iran
Payam Hanafizadeh, Allameh Tabataba'I University, Iran
Erik Bohlin, Chalmers University of Technology, Gothenburg, Sweden

This paper reviews the literature on digital divide and e-readiness in different fields with an eye on identifying trends and gaps of the prominent research areas. In this study, 411 articles, conference papers, master's and doctoral dissertations, textbooks, and working papers on digital divide and e-readiness are classified and elaborated and their results are presented. Drawing upon the literature review and analysis of digital divide and e-readiness, several important research areas surrounding digital divide and e-readiness are discussed and examined from a critical standpoint. In the paper, a comprehensive list of references is presented and, to the best of our knowledge, this is the most complete study of digital divide and e-readiness, even in the field of IT, in terms of its references. The paper reviews the literature on the digital divide and e-readiness from three perspectives with the purpose of identifying trends and gaps of this field: definition, methodology and scale. This review reveals that the most modelers do not take into consideration sound theoretical and policy concerns; rather, they tend to provide an empirical summarized measure for digitalization. Also, they develop the digital divide and e-readiness models by building static composite index from individual indicators and less apply dynamic models. Finally, there is a lack of researches in the micro level vis-à-vis macro level that we try to compensate it.

Social Commerce from a Theory of Planned Behavior: An Analysis of Purchase Intention

Sheila M. Smith, Ball State University, USA
Jensen Zhao, Ball State University, USA
Melody Alexander, Ball State University, USA

Social commerce (s-commerce) is linked to social shopping, social sharing, and described as focusing on sharing information with affiliate shoppers. Due to the increased popularity of private and public social networking websites, this empirical study extends Ajzen's (1991) theory of planned behavior (TPB) to explain and predict purchase intention after interacting with an s-commerce website. Results indicate significant support for the theoretical paradigm from an s-commerce perspective. No significant effects emerged from the multiple linear regression conducted to determine whether the current study's theoretical paradigm confirmed to the applicability of the theory of planned behavior. Using a path model as outlined by Ajzen (2004), the path analysis produced good support for the model in which purchase intention had a positive relationship with attitudes, subjective norm, and perceived control behavior. Analysis of attitudes, subjective norm, perceived behavioral control, and intentions revealed subjective norm had the greatest influence on purchase intention. Implications for theoretical and practical analysis are presented, along with recommendations for future research.

Sushil K. Sharma
Editor-in-Chief
IJEA

Sushil K. Sharma is currently Associate Dean and Professor of Information Systems and Executive Director of the MBA and Certificate Programs at the Miller College of Business, Ball State University (Muncie, Indiana, USA). He co-edited five books that include the Handbook of Research on Information Assurance and Security *and* Creating Knowledge-based Healthcare Organizations. *He is also the co-editor of the book:* Managing E-Business *(Heidelberg Press, Australia). Dr. Sharma has authored over 100 refereed research papers in many peer-reviewed national and international MIS and management journals, conferences proceedings and books. He serves on editorial boards of several national and international journals and has also edited special issues. He is the founding Editor-in-Chief of the* International Journal of E-Adoption. *His primary teaching and research interests are in e-commerce, computer-mediated communications, community and social informatics, information systems security, e-government, ERP systems, database management systems, cluster computing, Web services and knowledge management. He has a wide consulting experience in information systems and e-commerce and he has served as an advisor and consultant to several government and private organizations including projects funded by the World Bank.*