

EDITORIAL PREFACE

Sushil K. Sharma, Ball State University, USA

INTRODUCTION

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, transparency 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.

B2B E-COMMERCE INSTITUTIONALIZATION IN SMES IN LESS DEVELOPED COUNTRIES: A MODEL AND INSTRUMENT

*Almaaf Bader Ali A, Nanjing university of
Aeronautics and Astronautics, China*
*Jian-Jun Miao, Nanjing University of Aeronau-
tics and Astronautics, China*
*Quang-Dung Tran, Hohai University, China
& National University of Civil Engineer-
ing, Vietnam*

The adoption of e-commerce technologies is an organization-learning process. Existing literature on the adoption has not been adequately addressed on this nature. This study develops a model and instrument to investigate the determinants of both initial adoption of e-commerce and its sophisticated extent in small and medium

enterprises (SMEs) in less developed countries' context. A model is tested empirically by using the data collected in Saudi Arabia. Since the sophistication of e-commerce is essential to gain full benefits from the technology, it is important to understand well influential factors of a decision of sophisticated adoption. Therefore, this present study is a necessary contribution to the literature.

WHY DO PEOPLE CONTINUE TO PLAY SOCIAL NETWORK GAME (SNG)? AN EMPIRICAL STUDY BY SOCIAL AND EMOTIONAL PERSPECTIVES

Tzu-Hong Lin, National Taiwan University of Science and Technology, Taiwan

Hsi-Peng Lu, National Taiwan University of Science and Technology, Taiwan

Huei-Hsia Hsu, China University of Science and Technology, Taiwan

San-San Hsing, National Taipei College of Business, Taiwan

Tai-Li Ho, China Institute of Technology, Taiwan

This study proposes a model constructed by affection perspective (PA theory) and social perspective to examine the determining factors of social network game (SNG) players' intentions on word-of-mouth and continue. Total 276 subjects were conducted to test this model. The results demonstrate that interstate of arousal leads people to a higher level of continuing to use on SNG. Moreover, word-of-mouth had significant impact on continue to use, which showed that the impact of the dimension of continue to use on the word-of-mouth. It was found that sharing was a key factor on determining a player's intentions to word-of-mouth and continuous use on social network game. Through the increasing stickiness and word-of-mouth for SNG, the games providers could create the higher value from loyal customers. This paper contributes to an insight of the effects of players' intentions on word-of-mouth and continuance to use on SNG.

CONSUMERS' PERCEPTIONS TOWARDS E-SHOPPING ADVERTISEMENTS AND PROMOTIONAL ACTIONS IN SOCIAL NETWORKING SITES

Vaggelis Saprikis, Technological and Educational Institute of Western Macedonia, Macedonia

Social Networking Sites (SNS) have dramatically changed our daily lives and even more individuals spend many hours every day utilize them. Their global reach and the opportunity for personalization have also captured the attention of firms, as they create enterprising opportunities for both e-business and traditional companies. For advertisers and marketing practitioners, SNS present myriad opportunities to engage customers, release product information and provide resources for an opt-in interactive environment. Thus, an understanding of SNS can be a significant aid to firms as they develop marketing, advertising and other information disseminating strategies. The scope of this paper is to provide a much clearer view of SNS regarding their members' attitude towards the provided e-shopping advertisements and promotional actions. The study analyzes and presents internet users' perceptions towards them and how they affect e-consumer behavior. It also intends to reveal possible differences between adopters and non-adopters of online shopping, as well as discrepancies between low and heavy SNS users focusing on university students' perceptions. The research results provide interesting insights to both academia and industry.

USABILITY TESTING OF AN INTERACTIVE ONLINE MOVIE DOWNLOAD SERVICE - A HCI STUDY

Ashok Darisipudi, Kohl's Departmental Stores, Wisconsin, USA

Sushil K. Sharma, Ball State University, USA

Jeff Zhang, Ball State University, USA

Sheila Smith, Ball State University, USA
Tom Harris, Ball State University, USA

The Human-Computer Interaction (HCI) is gaining momentum as more and more people increasingly are using technology tools and devices for their daily activities. Users expect highly effective and easy-to-learn interfaces and developers and designers now realize the crucial role the users' interface plays. HCI and System Usability design have greater significance in media use as the usability problems can adversely affect the large population of users depending on the overall usability of system design and the user interface design.

This study is conducted to get rich and detailed feedback of users' personal experiences and usability of a new movie download software application and subscription service. This is achieved by a different approach of using eye-tracking methodology in conjunction with usability software for usability testing. Study gave rich information of quantitative data from eye-tracking and usability software for better analysis of the product.

Sushil K. Sharma
Editor-in-Chief
IJEA