

EDITORIAL PREFACE

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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.

**Identifying Priority Using an Importance-Performance Matrix Analysis (IPMA):
The case of Internet Banking in Malaysia**

T. Mayayah, Universiti Sains Malaysia, Malaysia

May-Chiun Lo, Universiti Malaysia Sarawak, Malaysia

Kamel Rouibah, College of Business Administration, Kuwait

Oh-Sook May, Universiti Sains Malaysia

This study used the combined Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) as the theoretical underpinning to examine the adoption of Internet banking. Five factors (perceived ease of use, perceived usefulness, attitude, subjective norms, and perceived behavioral control) were identified to model their impact on intention to adopt Internet banking individual bank customers in Malaysia. Survey questions from prior studies were adopted and customized to collect data. A total of 239 customers responded to the survey. Partial least Square (PLS) SmartPLS M2 Version 2.0 was used for data analysis. Perceived ease of use significantly influenced perceived usefulness but did not impact attitude. Perceived usefulness was positively related to attitude and also intention to use. Attitude and subjective norm were significant predictors of intention to use while perceived behavioral control was not significant. Further to that we conducted an Importance-Performance matrix analysis to determine priority variables to focus on for the implications to practitioners.

From the City of Bits to E-Topia: Space, Citizenship and Community as Global Strategy

Mark Deakin, Edinburgh Napier University, UK

Mitchell's book on the *City of Bits*, sets out a vision of urban life literally done to bits, left fragmented and in danger of coming unstuck. His next book *e-topia*, provides the counterpoint to this vision of urban life as ungovernable and scenario where the city is no longer left in bits and pieces, but a place where it 'all comes together'. As Mitchell states in *Me++: the Cyborg Self and the Networked City*, all this 'coming together' becomes possible because the trial separation of bits and atoms is now over and the dissolution of the boundaries between virtual and physical space now makes citizenship worth playing for. The landscape which this paper uncovers is different for the reason that it reveals the middle ground between the 'high-level' issues surrounding e-topia and those lying at the 'grass roots' level of me ++ the cyborg-self. For it is here with the likes of Laclau and Mouffe and Zizek, that questions about the (radical) liberal democracy underlying the 'city of bits' and supporting the global strategy of 'e-topia' as the 'me++ of the cyborg self', get 'bottomed out' as the citizenship, community and governance of the digitally-inclusive regeneration thesis.

Perceived Utility in Online Auctions: A Joint-Effect of Vendors, Products and Pricing

Jengchung Victor Chen, National Cheng Kung University

Kuanchin Chen, Western Michigan University

Perceived utility is among the many factors that influence a buyer's purchase intention in online auction. In this study, we applied several theories (such as real options theory) to examine the predictors of perceived utility and product quality in online auctions. Product information sufficiency, perceived seller quality and price gap are proposed to predict the perceived level of product quality and then to perceived utility. The results show that the single most dominant predictor for perceived product

quality is the perceived seller quality, followed by price gap. Price gap outweighs perceived product quality and seller quality as the most influential predictor for perceived utility. The role that product information sufficiency plays is not significant enough to impact perceived product quality. Nor does it have an effect on the final perceived utility. Several managerial implications are discussed.

Evaluating Mobile Application Development Firms: Comparing Views of Advertisers and Advertising Agencies

Pi-Fang Hsu, Shih Hsin University, Taiwan

Tien-Chun Lu, Shih Hsin University, Taiwan

Chia-Wen Tsai, Ming Chuan University, Taiwan

The purpose of the present paper is to propose a decision model for both advertisers and advertising agencies to evaluate and select mobile application development firms. The researchers first refer to related literature and apply the Modified Delphi Method to postulate the most suitable selection criteria. Then, Analytic Hierarchy Process (AHP) is utilized to derive the relative weight and ranking of each decision criteria, which can be used for evaluating and selecting the most suitable mobile application development firm. Then a company, which serves as a case example, is selected for applying this model. The data analysis finds that when selecting mobile application development firms, both advertisers and advertising agencies hold *mastery of mobile marketing skill* as their top concern. Business marketing division also stress *experience in mobile marketing operation*, especially *ability in innovative layout and execution*. In contrast, advertising agencies are able to provide their clients with creative ideas and designs. Therefore, they do not care so much whether marketing application development firms have *ability in innovative layout and execution*. They are more concerned about *ability in customer service*, especially *team communication and arbitration ability*.

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