

## EDITORIAL PREFACE

*Sushil K. Sharma, Department of Information Systems, Miller College of Business, Ball State University, Muncie, IN, USA*

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 21<sup>st</sup> 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.

### **Exploring the Factors Affecting the Intention to Use C2C Auction Websites in Egypt**

*Hany Abdelghaffar\*, German University in Cairo, Egypt*

*Hussien Moustafa, German University in Cairo, Egypt*

Online shopping has become the third most popular Internet activity after using e-mails and entertainment. An important type of on-line shopping is online consumer to consumer auction (C2C) where consumers are able to sell and buy directly online. Although C2C online auctions could be an opportunity to enhance e-commerce in developing countries, many internet users are not willing to use it. This research explores the factors that could lead to more users' intention to use C2C auction websites in Egypt as an example of the developing countries. A conceptual model is introduced based on the technology acceptance model which was tested via a survey. Findings indicate that the perceived usefulness of using C2C auction websites have a significant impact on users' intention to use C2C website. This should be supported with appropriate security measures that could lead to more trustable C2C auction websites.

### **Optimal Selection of Korean Dramas for Commercial TV Stations in Taiwan by Using the AHP**

*Pi-Fang Hsu, Shih Hsin University, Taiwan  
Shu-Yu Lin, Shih Hsin University, Taiwan  
Chia-Wen Tsai, Ming Chuan University, Taiwan*

This study develops a model for selecting Korean dramas based on TV station manager's perceptions. First, the proposed model adopts the modified Delphi method to find out the suitable evaluative criteria of Korean dramas. Next, the model apply the analytic hierarchy process (AHP) to determine the relative weights of evaluative criteria, then ranks the alternatives and selects the best Korean dramas. Additionally, a famous Taiwanese commercial TV station is used here in as an example of how a Korean dramas can be selected using this model. The results indicated that concerns think highly of criteria in order are drama content perspective, cast perspective, advertising budget perspective, foreign data of origin perspective. The proposed model helps commercial TV to effectively select Korean dramas, making it highly applicable for academia and commerce.

### **Modeling the Determinants Affecting Consumers' Acceptance and Use of Information and Communications Technology**

*Saleh Alwahaishi\*, Technical University of Ostrava, Czech Republic*  
*Václav Snášel, Technical University of Ostrava, Czech Republic*

Understanding individual acceptance and use of Information and Communication Technology (ICT) is one of the most mature streams of information systems research. In Information Technology and Information System research, numerous theories are used to understand users' adoption of new technologies. Various models were developed including the Innovation Diffusion Theory, Theory of Reasoned Action, Theory of Planned Behavior, Technology Acceptance Model, and recently, the Unified Theory of Acceptance and Use of Technology. Each of these models has sought to identify the factors which influence consumers' intention or actual use of information technology. This research composes a new hybrid theoretical framework to identify the factors affecting the acceptance and use of Mobile Internet -as an ICT application- in a consumer context. The

proposed model incorporates eight constructs: Performance Expectancy, Effort Expectancy, Facilitating Conditions, Social Influences, Perceived Value, Perceived Playfulness, Attention Focus, and Behavioral intention. Individual differences—namely, age, gender, education, income, and experience are moderating the effects of these constructs on behavioral intention and technology use.

### **Determinates of Consumer Adoption Attitudes: An Empirical Study of Smart Home Services**

*Tsui-Yii Shih, National Chiao Tung University, Taiwan*

Smart home services (SHS) have been developed by related firms and have had a strong impact on consumers' lives. This research integrates involvement antecedents, innovation diffusion factors and a technology acceptance model to develop a conceptual framework for discussing consumer attitudes and adoption behaviors toward smart home service applications. A sample of 580 respondents from different smart home buildings in Taiwan was asked to complete a survey. This paper proposes and validates a structured methodology for assessing and improving smart home service development. The research results verify that involvement antecedents (interest), innovation diffusion factors (observability, compatibility, relative advantage), and technology acceptance model (perceived usefulness) positively affect consumer attitudes toward the adoption of smart home services and that positive adoption attitudes lead to higher levels of adoption behavior. Perceived ease of use has no influence on consumer adoption attitudes toward smart home services unless through the mediating effects of perceived usefulness. Demographic variables, including gender, age and personal income, play important segmentation roles in the promotion strategies for smart home services.

*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.*