

Preface

The emergence of the Internet and other information communication technologies (ICTs) has been changing the landscape of the business world and society. The Internet has become a new tool for boosting innovation, creativity and competitiveness of all industry and service sectors. It is widely believed that information and communication technology (ICT) has enabled organizations to decrease costs and increase capabilities and thus has enabled inter-organizational coordination. Facebook, Twitter, MySpace, blogs, wikis, collaborative tagging, and other Web 2.0 and social network websites are constantly changing lifestyles and businesses. The e-adoption revolution includes many new tools including social networking, blogs, syndication, folksonomy, wikis, rich media such as geo-localization, webcasts, webinars, virtual world events, interactive ads, applets, and widgets used for both personal interaction and business purposes. The e-adoption revolution is improving the productivity gains in our economies today. The gains stem from both the production of innovative high value ICT-based goods and services and improvements in business processes through the diffusion, adoption and use of ICTs throughout the economy. Literature suggests that e-adoption has improved quality of life, knowledge, and international competitiveness. The edited book, *“E-Adoption and Technologies for Empowering Developing Countries: Global Advancements,”* reports findings of some of the research studies that have been conducted regarding e-adoption.

This edited book, *“E-Adoption and Technologies for Empowering Developing Countries: Global Advancements,”* aims to present various aspects of e-adoption and its impact on empowering developing countries. Literature on e-adoption is growing in leaps and bounds.

This book certainly is not intended to cover every aspect of e-adoption. Rather, this edited book features the ongoing state-of-art research in the e-adoption domain. The book consists of nineteen chapters. The first chapter provides an overview of e-adoption and its impact for empowering developing countries.

The first three chapters in the book discuss how the Internet is becoming the game changer for bringing changes in society as well as in organizations. The Internet has become an instrument for connecting people and bringing change in communication. It is creating a revolution for disseminating useful information in a short period of time to bring changes. The first chapter discusses how students in Hong Kong used learning technologies during an H1N1 outbreak for continuation of their schooling.

The second chapter examines, empirically, how the competing forces of organizational cultures, in tandem with senior executives, constructively influence the innovative efforts of organizations. The results suggest that the adoption of transformational information system architectures, particularly service-oriented architectures, seems to catalyze innovation and change.

Several organizations worldwide have already been experimenting with virtual organizations' structures and processes. However, these new virtual structures and processes require newer strategies to succeed. The third chapter highlights some strategy and structural issues of virtual organizations.

The fourth chapter investigates students' Perceived Usefulness and Benefits (PUB) of Knowledge Sharing among students of higher learning in Nigeria. The study's results show that students' Perceived Usefulness and Benefits must be raised in order to effectively increase the adoption of knowledge sharing.

The literature suggests that marketing companies are using innovative location-tracking technology in mobile networks to target consumers with location-specific advertising on their cell phones. Consequently, location-based advertising is opening up new frontiers for marketers to place their advertisements in front of consumers. The fifth chapter reviews different aspects of location-based advertising and investigates the drivers of consumer acceptance toward it.

Chapters six through ten discuss e-adoption in the context of e-government. The literary evidence through these chapters indicate that an increasing number of countries worldwide have been offering e-government services to their citizens. E-government services are not only creating efficiencies in governmental systems, but also offering newer methods of participation for citizens through e-democracy. An increasing number of success stories of e-government experiments have been documented in the literature. Therefore, research on e-government would be of interest to practitioners, policy makers, and researchers around the world. The reported research in these chapters provides leads to government authorities in drawing up guidelines, approaches, and formulating more effective frameworks to promote e-government in developing countries.

Chapters eleven through eighteen highlight how the evolution of the Internet has provided an opportunity for offering online learning or e-learning. Many universities worldwide have already started offering e-learning or online learning through variety of methods. In fact, the current e-learning models are revolutionizing the traditional instructional content delivery, learning methods, and social communication. The research reported in these chapters indicates that e-learning is empowering the students for their educational opportunities.

The intended audience of this book consists mainly of researchers, research students, and practitioners in e-adoption. The book is also of interest to researchers and practitioners in areas such as e-learning, e-government, and e-adoption in general. I hope that the diverse and comprehensive coverage of e-adoption in this authoritative edited book will contribute to a better understanding of all topics, research, and discoveries as well as an expansion of knowledge in this evolving, significant field of study. It is my sincere hope that this publication and its vast amount of information and research will assist our research colleagues, faculty members, students, and organizational decision makers in enhancing their understanding of the current and emerging issues in e-adoption. Perhaps this publication will even inspire its readers to contribute to the current and future discoveries in this immense field.

The contents of most of the chapters included in this volume were originally published in various volumes of the International Journal of E-adoption. I am grateful to all authors who updated and enhanced their original papers to produce their current work. The whole process of writing, reviewing, rewriting, editing, and proofreading takes a lot of time; and we appreciate all the authors for their efforts and contributions in this project.

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