

**Electronic Commerce
in Small
to Medium-Sized
Enterprises:**

**Frameworks, Issues
and Implications**

Nabeel A.Y. Al-Qirim

Electronic Commerce in Small to Medium-Sized Enterprises: Frameworks, Issues and Implications

Table of Contents

Foreword	vii
<i>Brian Corbitt, Deakin University, Australia</i>	

Preface and Acknowledgments	viii
<i>Nabeel A. Y. Al-Qirim, Auckland University of Technology, New Zealand and Deakin University, Australia</i>	

SECTION I: E-COMMERCE RESEARCH IN SMEs

Chapter I. A Framework for Electronic Commerce Research in Small to Medium-Sized Enterprises	1
<i>Nabeel A. Y. Al-Qirim, Auckland University of Technology, New Zealand and Deakin University, Australia</i>	

Chapter II. E-Commerce and SMEs: A Reflection and the Way Ahead	17
<i>Simpson Poon, Charles Sturt University, Australia Xueli (Charlie) Huang, Edith Cowan University, Australia</i>	

SECTION II: SOCIAL AND CULTURAL IMPACTS ON E-COMMERCE ADOPTION IN SMEs

Chapter III. Small Businesses as Social Formations: Diverse Rationalities in the Context of e-Business Adoption	31
<i>Tanya Castleman, Deakin University, Australia</i>	

SECTION III: FACTORS IMPACTING E-COMMERCE ADOPTION AND USE IN SMEs

Chapter IV. Business Issues in the 21st Century: An Empirical Study of E-Commerce Adoption in UK and Denmark SMEs 53

Michael Quayle, University of Glamorgan, UK

John K. Christiansen, Copenhagen Business School, Denmark

Chapter V. Perceived Barriers and Risks of E-Commerce Supply Chain Management Network Among SMEs in Australia and New Zealand 69

Pauline Ratnasingam, Central Missouri State University, USA

SECTION IV: E-COMMERCE IN DEVELOPING COUNTRIES

Chapter VI. The Potential of E-Commerce for Remotely Located SMEs: Case Studies from Samoa 86

Fuatai Purcell, Victoria University of Wellington, New Zealand

Janet Toland, Victoria University of Wellington, New Zealand

Sid L. Huff, Victoria University of Wellington, New Zealand

SECTION V: ADOPTION AND DIFFUSION PATTERNS OF E-COMMERCE IN SMEs

Chapter VII. Factors Influencing E-Commerce Adoption in Small and Medium Businesses: An Empirical Study in Thailand 107

Chalernsak Lertwongsatien, Ministry of Finance, Thailand

Nitaya Wongpinunwatana, Thammasat University, Thailand

Angsana Achakulwisut, University of Minnesota, USA

Chapter VIII. Mapping the Diffusion of the Internet Technology Cluster: An Examination of Irish SMEs 128

James Griffin, Tipperary Institute, Ireland

Chapter IX. SMEs Adoption and Implementation Process of Websites in the Presence of Change Agents 146

Zakia A. Elsammani, Manchester Metropolitan University, UK

Ray Hackney, Manchester Metropolitan University, UK

Phil Scown, Manchester Metropolitan University, UK

SECTION VI: SUCCESSFUL SMEs IN E-COMMERCE

Chapter X. Traits of Successfully E-Enabled Irish SMEs 165

William Golden, National University of Ireland Galway, Ireland

Martin Hughes, National University of Ireland Galway, Ireland

Lucy Ruane, National University of Ireland Galway, Ireland

SECTION VII: E-COMMERCE IN THE SUPPLY CHAIN IN SMEs

Chapter XI. Assessing the Impact of E-Commerce on SMEs in Value Chains: A Qualitative Approach	180
<i>Judith Jeffcoate, University of Buckingham, UK</i>	
<i>Caroline Chappell, The Trefoyle Partnership, UK</i>	
<i>Sylvie Feindt, SFC, Germany</i>	
Chapter XII. Mass Customization and Product Models	199
<i>Carsten Svensson, Technical University of Denmark, Denmark</i>	
<i>Martin Malis, Technical University of Denmark, Denmark</i>	
Chapter XIII. E-Transformation of Austrian SMEs: A Concept that Fits the Reality	216
<i>Christoph Auer, evolaris eBusiness Competence Center and University of Graz, Austria</i>	
<i>Reinhard Franz, evolaris eBusiness Competence Center and University of Graz, Austria</i>	
Chapter XIV. Solutions to Support Procurement Activities within Industrial Districts	231
<i>Aurelio Ravarini, Cattaneo University, Castellanza (VA), Italy</i>	
<i>Marco Tagliavini, Cattaneo University, Castellanza (VA), Italy</i>	
<i>Carlo Zanaboni, Cattaneo University, Castellanza (VA), Italy</i>	
<i>Paolo Faverio, Cattaneo University, Castellanza (VA), Italy</i>	
<i>Jennifer Moro, Cattaneo University, Castellanza (VA), Italy</i>	
<i>Donatella Sciuto, Politecnico di Milano, Milano, Italy</i>	
Chapter XV. SMEs and the Internet: Re-Engineering Core Business Processes and Defining the Business Proposition for Success	248
<i>Elizabeth Fife, University of Southern California, USA</i>	
<i>Francis Pereira, University of Southern California, USA</i>	
Chapter XVI. Business-to-Business E-Commerce for Collaborative Supply Chain Design and Development	272
<i>Reggie Davidrajuh, Stavanger University College, Norway</i>	

SECTION VIII: NEW E-COMMERCE AVENUES FOR SMEs

Chapter XVII. What Should SMEs Do to Succeed in Today's Knowledge-Based Economy?	289
<i>Sushil K. Sharma, Ball State University, USA</i>	
<i>Nilmini Wickramasinghe, Cleveland State University, USA</i>	
<i>Jatinder N.D. Gupta, The University of Alabama in Huntsville, USA</i>	

Chapter XVIII. Community and Regional Portals in Australia: A Role to Play for Small Businesses? 304

Arthur Tatnall, Victoria University, Australia
Stephen Burgess, Victoria University, Australia
Mohini Singh, RMIT University, Australia

SECTION IX: E-COMMERCE OUTSOURCING AND THE IMPACT OF ASPs ON E-COMMERCE SUCCESS IN SMEs

Chapter XIX. Analyzing the Risk Factors of Moving to a Remote Application Outsourcing Model 322

Vishanth Weerakkody, Brunel University, UK
D.E.S. Tebboune, Brunel University, UK
Wendy L. Currie, Brunel University, UK
Naureen Khan, Brunel University, UK
Bhavini Desai, Brunel University, UK

Chapter XX. The Role of Application Service Providers in the Development of Small and Medium-Sized Enterprises 337

Yuroung Yao, Louisiana State University, USA
Kevin C. DeSouza, University of Illinois at Chicago, USA
Edward Watson, Louisiana State University, USA

About the Authors 356

Index 367