

## VOL. 10, NO. 2, April 2007

### EDITORIAL PREFACE: GLOBAL MARKET FOR OUTSOURCING - IT AND IT ENABLED SERVICES

Shailendra C. Jain Palvia, Long Island University

The associate editor provides an overview of the global market for outsourcing IT and IT enabled services, and the functions that are increasingly being outsourced overseas. There is huge diversity in the types of services being offshored. The notion that global outsourcing reduces employment and hurts economies of countries such as the U.S. and U.K. may be a myth. Outsourcing activities directly benefit the US economy. McKinsey & Co. in 2003 report cost savings of approximately \$ 0.58 for every dollar spent on outsourcing jobs to India.

### ARTICLES:

#### APPLYING THE MULTIVIEW ANALYSIS AND DESIGN METHODOLOGY IN A NON GOVERNMENTAL ORGANISATION IN BANGLADESH

Simon Bell, The Open University, U.K., and A.T. Wood-Harper, University of Manchester, U.K.

The central research question being addressed is: can the initial stage of Multiview be presented to and, if found to be of value, be adopted by NGO staff in the Bangladesh context? The article describes how the Multiview methodology as originally devised by Avison and Wood-Harper was applied and partially adapted to meet the needs of the Impact Monitoring Agency (IMA) of the NGO in order to assist with Impact Assessment. Arising issues of the relevance of the methodology, the role of researchers and the sustainability of IS projects are discussed.

#### E-COMMERCE IN SERBIA: WHERE ROADS CROSS ELECTRONS WILL FLOW

Bob Travica, University of Manitoba, Canada, Borislav Jo?anov, Higher Technical College of Vranje, Serbia, Ejub Kajan, Novi Sad Business School, Serbia, Marijana Vidas?Bubanja, Belgrade Business School, Serbia, and Emilija Vuksanovi&#263;, University of Kragujevac, Serbia

A qualitative exploration into conditions for diffusing e-commerce in Serbia was conducted by using a multidimensional model. Serbia is a country located at an important geographical location in southeast Europe, which descended on a path of political and economic changes after a decade of stagnation. Our main finding is that the process of diffusing e-commerce in Serbia resembles a car hesitating at a traffic light because all lights are flashing at the same time. Dynamics within the areas of software industry, e-payment/e-banking, and legislation support e-commerce. In contrast, the telecommunications infrastructure and ownership as well as customer beliefs and behaviors halt it. The ambivalent yellow light is triggered by the state of traffic/delivery and education.

#### IS THE "TECHNOLOGY ACCEPTANCE MODEL" UNIVERSALLY APPLICABLE?: THE CASE OF THE KUWAITI MINISTRIES

Helaiei Almutairi, Kuwait University, Kuwait

This study tests the applicability of the "Technology Acceptance Model" (TAM) in Kuwaiti ministries. The aim of the study was to understand the usage of Information Systems (IS) in Kuwait in governmental organizations. The study did not find significant statistical evidence for the relationships between the TAM?s core concepts, except in the case of the relationship between ?Perceived Ease of Use? (PEOU) and ?Perceived Usefulness? (PU). National cultural differences, the context of public organizations, and the nature/type of IS usage have been examined as possible explanations.

#### THE EXPERT OPINION: AN INTERVIEW WITH ROBERT MCDOWELL, VICE PRESIDENT FOR INFORMATION WORKER BUSINESS VALUE, MICROSOFT CORPORATION

Conducted by the Bryan Forum of the Bryan School of Business and Economics at the University of North Carolina at Greensboro

The Bryan Forum talks to Mr. McDowell about the nexus of business and higher education in the U.S. economy. Several issues are discussed including whether we are in crisis, the required skills, the role of the IT industry, business-university partnerships, curriculum design, public policy and ethical and leadership issues.