

EDITORIAL PREFACE

REALITY CHECK. by Editor-in-Chief **Prashant C. Palvia**

The editor examines the mission, scope and objectives of the journal and conducts a meta analysis of articles published in JGITM to date. Based on this assessment, the journal is meeting its objectives of international content, international authors, international readership and international editorial board. The journal also encourages a variety of methodological approaches for research.

ARTICLES

BUSINESS PRACTICES ON THE WORLD WIDE WEB: A COMPARISON OF JAPANESE AND U.S. WEB SITES

AUTHORS : Toru Sakaguchi, Northern Kentucky University, Prashant C. Palvia, The University of North Carolina at Greensboro, and Brian D. Janz, The University of Memphis.

ABSTRACT: Rapid developments in the area of telecommunications and information technologies have brought about dramatic changes in the way organizations conduct business. Among the most prominent of these developments is the World Wide Web (WWW or "web") and its impact on how business - in this case, electronic commerce (EC) - is conducted. One question that arises is: "Is the web's impact on electronic commerce uniform around the world?" This paper reports on a research study that sought insight into this question by comparing the web-based business practices of both Japanese and the U.S. The results of content analysis and statistical data analysis provide support for country differences between Japan and the U.S. on several web site characteristics.

CONTRIBUTING FACTORS TO THE DIFFUSION OF IT WITHIN SMALL AND MEDIUM-SIZED FIRMS IN INDONESIA

AUTHORS : Hargo Utomo, Gadjah Mada University, Indonesia, and Mark Dodgson, The Australian National University

ABSTRACT: This paper investigates factors contributing to the diffusion and adoption of IT within small and medium-sized firms in Indonesia. Multiple case studies were used to answer the research questions. Based on the exploratory study, it is believed that internal innovative capabilities of firms have a prominent role in facilitating IT diffusion. This factor is made up of three proxy variables: level of IT knowledge, level of IT investment and coherent IT strategy reflecting the circumstances by which small and medium-sized firms are able to respond to possible technological changes. The existence of government support and industry-academia linkages is also a contributing factor to the diffusion and adoption of IT in firms.

THE INFLUENCE OF ENTERPRISE STRUCTURE AND STRATEGY ON THE LEVEL OF E-COMMERCE DEPLOYMENT IN SINGAPORE ENTERPRISES

AUTHORS:Uchenna Cyril Eze, Nanyang Technological University, Singapore, and Kam Tin Seong, Nanyang Technological University

ABSTRACT: We develop a theoretical framework to explain the level of e-commerce deployment in enterprises. Factors considered include enterprise structure factors (size, functional differentiation, centralization), and enterprise strategic factors (aggressiveness, proactiveness, risk seeking). We used three dependent variables to assess the level of e-commerce deployment (volume, diversity, and sophistication). We analyzed 90 responses from a survey of 250 e-commerce users. The results indicate that enterprise size explained much of the level of e-commerce deployment in enterprises, suggesting that the level of e-commerce deployment is partly a matter of resource availability and transaction volume. The results also indicate that aggressiveness, proactiveness and risk seeking orientation influence the level of e-commerce deployment in Singapore. Functional differentiation affects e-commerce diversity and e-commerce sophistication.

THE EXPERT OPINION

An Interview with **Daniel E. Klingler**, Ph.D., Senior Vice President, Information & Knowledge Management, Bristol-Myers Squibb Worldwide Medicines Group. The interview was conducted by Christine V. Bullen, Fordham University, New York, USA. The interview discusses Bristol-Myers Squibb's strategies and challenges in the application of information technology in its global operations.

THE BOOK REVIEW

Written by **Mahesh S. Raisinghani**, University of Dallas.

He reviews "**Information Technology in Multinational Enterprises**" edited by Edward Mozley Roche and Michael James Blaine, Edward Elgar Publishing, UK & USA. The

book provides the current state of international business and information systems research, and the strategic role of information technology (IT) in the conduct of international business.