

**EDITORIAL PREFACE**

**INTER-COUNTRY ANALYSIS OF E-BUSINESS**

**Purnendu Mandal, Marshall University, USA**

The guest editor discusses the digital divide, the global business environment, and the critical success factors for e-commerce technology adoption in different parts of the world. Developing countries have much inferior IT infrastructure, fewer financial capabilities, poor education system, limited political participation, low economic growth, and an underdeveloped social justice system. Investigating the critical success factors and how they contribute to the overall growth of e-business need closer look from researchers and policy makers.

**ARTICLES:**

**RISK-FOCUSED E-COMMERCE ADOPTION MODEL: A CROSS-COUNTRY STUDY**

Jinsoo Park, Korea University, Korea  
Dongwon Lee, University of Minnesota, USA  
Joongho Ahn, Seoul National University, Korea

While e-commerce has proliferated, there has been insufficient research efforts concerning its status in Korea. The United States, in contrast, has made significant effort in empirical research on the consumer's adoption of e-commerce. This paper validates the e-Commerce Adoption Model (e-CAM) on the two countries. E-CAM integrates the technology acceptance model with the theories of perceived risk to explain the e-commerce adoption. The study findings not only provide interim support for the generalizability of e-CAM, but also suggest that online firms should consider these contextual factors in order to facilitate consumers' adoption behavior.

**CRITICAL SUCCESS FACTORS FOR ELECTRONIC SERVICES: CHALLENGES FOR DEVELOPING COUNTRIES**

**Steven John Simon, Mercer University, USA**

Developing countries are at a distinct disadvantage when competing with developed countries in the electronic commerce domain. Electronic services hold both peril and promise for developing countries as a means to expedite their entry into the world of cyber commerce, create value-added jobs within their economies, and attract much needed foreign investment. This paper examines critical success factors (CSFs) developing countries encounter as they develop their cyber economy and explains challenges and potential solutions. It develops a framework of technical and societal CSFs whose synergy can expedite the entrance of developing countries into the cyber economy.

## INTER-COUNTRY ANALYSIS OF ELECTRONIC COMMERCE ADOPTION IN SOUTH EASTERN EUROPE: POLICY RECOMMENDATIONS FOR THE REGION

Anastasia Papazafeiropoulou, Brunel University,  
UK

The 'digital divide' between developed and non-developed countries in terms of the Internet and electronic commerce is a heavily debated issue. We examine its manifestation in the area of south eastern Europe which is in a less advanced position.

We use data from 8 countries, collected from government agencies and professional bodies. We use a framework developed by King et al. (1994) and examine the institutional actions pursued by regional policy makers. The data are presented using SWOT analysis with the view to portray the situation of electronic commerce adoption in each country under investigation. A collective analysis extracts the “success factors” in government intervention in supporting electronic commerce diffusion and recommendations about good practices in policy making.

## INTERNATIONAL AND CROSS-CULTURAL INFLUENCES ON ONLINE SHOPPING BEHAVIOR

Thomas F. Stafford, University of Memphis, USA  
Aykut Turan, University of Memphis, USA  
Mahesh S. Raisinghani, University of Dallas, USA

This paper compares and contrasts the differences of gender on online shopping in three distinctive consumer markets: the United States, Finland and Turkey. These nations span the present range of cultural differences in the online world: developed nations, emerging technological niches, and emerging markets in the secular East; comparisons can also be made between free market capitalism, European centralized planning and social consciousness, and the emerging consumerism of secular Moslem society. The intent is to discern likely gender and age differences between these three areas of the world.

## BOOK REVIEW: THE GLOBAL INFORMATION TECHNOLOGY REPORT 2002-2003: READINESS FOR THE NETWORKED WORLD

by Soumitra Dutta, Bruno Lanvin, and Fiona Paua Editors, Editors. Review written by Purnendu Mandal, Marshall University, USA

This edited book contains global and country specific statistics and information on various aspects of IT. It is a comprehensive report of networked readiness of eighty two leading economies of the world. The report uses both quantitative data and qualitative information in measuring a readiness index for each of the major economies of the World.

