

**EDITORIAL PREFACE:**

**OUTSTANDING BI AND DATA WAREHOUSING PRACTICE EXISTS AROUND THE WORLD: THE ABSA BANK IN SOUTH AFRICA**

Hugh J. Watson, University of Georgia and Dave Donkin, Absa Bank

JGITM Advisory Editor Hugh Watson and Dave Donkin provide evidence of global IT excellence from recent competitions. Absa Bank is a leading bank in South Africa.

Absa's work illustrates some of the outstanding BI and data warehousing practice that is taking place internationally. After discussing Absa's practices, the authors highlight some of the differences in BI and data warehousing in South Africa compared to North America and Europe, and conclude by exploring why it is not surprising that world-class work is being done at Absa Bank.

**ARTICLES:**

**A RESEARCH MODEL FOR MOBILE PHONE SERVICE BEHAVIORS: EMPIRICAL VALIDATION IN THE U.S. AND TURKEY**

En Mao, University of Wisconsin – Milwaukee, Mark Srite, University of Wisconsin – Milwaukee, Jason Bennett Thatcher, Clemson University, and Onur Yaprak, Clemson University

Mobile phone services' adoption and acceptance issues may have a significant impact on business and personal communication practices at the regional and global levels. An extended technology acceptance model (TAM) is tested in the U.S. and Turkey. Explored are key factors that influence usefulness, ease of use, and intentions to use, such as mobile Internet access, E-Mail, and payments. The results provide support for TAM from both samples and for the importance of variables such as efficacy and personal innovativeness. Differences between the two samples are observed and culture-based implications are made.

**PERCEIVED USEFULNESS OF INFORMATION TECHNOLOGY: A CROSS-NATIONAL MODEL**

D. Veena Parboteeah, Washington State University, K. Praveen Parboteeah, University of Wisconsin – Whitewater, John B. Cullen, Washington State University, and Choton Basu, University of Wisconsin – Whitewater

In this paper, the authors use a combined social institutions and national culture approach to examine how these are related to one component of the technology acceptance model. Specifically, they hypothesize that three social institutions (degree of industrialization, degree of social inequality, and religiosity) and three national culture dimensions (uncertainty avoidance, masculinity, and individualism) are related to the perceived usefulness of information technology. Hierarchical Linear Modeling was used to test hypotheses on 26,999 individuals from 24 nations. Results support four of the six hypotheses (degree of industrialization, degree of social inequality, uncertainty avoidance, and masculinity).

COMPARISON OF WEB-BASED SHOPPING SYSTEMS IN THE UK AND KOREA  
Changsu Kim, Yeungnam University, Korea, Robert D. Galliers, Bentley College, USA  
and London School of Economics, UK, and Kyung Hoon Yang, University of Wisconsin  
- LaCrosse, USA

Web-Based Shopping Systems (WBSS) are at the heart of the major issues surrounding electronic commerce growth. Despite the importance of WBSS, empirical examination has been sparse. This article offers an exploratory analysis of the processes in WBSS usage in different national contexts. A research model is proposed that emphasizes organizational and managerial aspects. Based upon the model, firms were surveyed in the UK and Korea. Results show that the major differences in the two countries are in marketing, customer related and strategy factors. Many of the factors in organizational dimensions and technology are similar across the two nations.

#### THE EXPERT OPINION

AN INTERVIEW WITH DORIS HALL, SENIOR VICE PRESIDENT AND CIO, BAX  
GLOBAL, INC.

Conducted by Jaak Jurison, Fordham University and University of California Irvine,  
USA

BAX Global, subsidiary of The Brink's Company, is a \$2.4 billion supply chain management and transportation solutions company. Many issues are explored in this interview: current challenges, IT infrastructure, distributed operations, software development methods, and cross-cultural issues.

#### BOOK REVIEW:

PURCHASING AND FINANCIAL MANAGEMENT OF INFORMATION  
TECHNOLOGY, by Frank Banister, Elsevier Butterworth Heinemann, 2004

Reviewed by: Roberto Vinaja, Texas A&M University—Commerce, USA.

This book provides a thorough guide for planning, managing and, controlling IT purchasing and finance. In times of shrinking budgets and limited resources, a wise financial management of the IT function becomes even more critical. A major characteristic of this volume is that many of its principles are based on practical experience and observation. The book contains a considerable number of short 'case histories' from real organizations.