

EDITORIAL PREFACE: KEY PERSPECTIVES ON THE GLOBAL E-READINESS OF WEBSITES: A REALITY CHECK

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This essay explores the critical elements that organizations need to address in developing a global e-business strategy. Companies seeking to become global players must pay close attention to and find a delicate balance between globalization, localization, customization, translation and the growing trend towards internationalization.

ARTICLES

A PRELIMINARY INVESTIGATION OF E-COMMERCE ADOPTION IN SMALL & MEDIUM ENTERPRISES IN BRUNEI

Afzaal H. Seyal, Institut Teknologi Brunei, Brunei Darussalam

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This research investigates 95 small and medium business organizations of various types in Brunei Darussalam. The study has assessed EC adoption and found that 65% of the organizations have claimed to adopt EC.

Several of the adoption attributes such as relative advantages, compatibility, trialability, observability, and organizational attributes such as nature, size, and type of business were studied along with managerial attributes: management support and top management attitudes towards EC adoption. The study has concluded that adoption parameters such as, compatibility with others, trialability and observability along with management support and top managers' attitudes were found to be the major determinants of EC adoption.

PERCEPTIONS OF INFORMATION SYSTEMS OBJECTIVES: A COMPARISON OF IS PROFESSIONALS FROM THE UNITED STATES AND KOREA

Dane K. Peterson, Southwest Missouri State University, USA

Chung Kim, Southwest Missouri State University, USA

Joong H. Kim, Kyonggi University, South Korea

Information Systems (IS) professionals from the United States and Korea were surveyed to explore potential similarities and differences in their views on the importance of various IS objectives. The IS objectives were classified by the level of impact on organizations: system, user, strategic, and organizational. Overall the results indicated that the IS professionals viewed the system level objective as the most important and the organizational level objective the least important. IS professionals from the U.S. rated the system level objective less important but rated the user and strategic level objectives more important than did the IS professionals from Korea. The results were discussed in terms of the effects of cultural influences on global IS development and potential inaccurate perceptions of IS success.

E-SERVICE ADOPTION AND USE IN SMALL FARMS IN AUSTRALIA: LESSONS LEARNED FROM A GOVERNMENT-SPONSORED PROGRAM

Carol Pollard, University of Tasmania, Australia

One aspect of e-commerce that offers great benefits to sparsely populated, geographically remote countries is E-services. This entry level communication technology offers great potential to small firms without the risks of total e-commerce commitment through online banking, EFT, EFTPOS, EDI, Fax, email and Internet access. This study explores the impact of a government-sponsored e-services program to improve communication activities of farmers in rural Australia. A survey was used to collect data from a group of 75 growers in Northwest Tasmania.

Although the program had a relative degree of success, there are lessons to be learned from the benefits and drawbacks reported by the growers. The results provide mixed support for previously reported research on e-commerce and e-services in small firms.

THE EXPERT OPINION

An Interview with **Boyd Rogers**, Vice President for Process and Technology, VF Corporation. Conducted by Hamid R. Nemati, University of North Carolina at Greensboro.

VFC is a holding company whose subsidiaries design, manufacture and market branded jeanswear, intimate apparel, knitwear, children's playwear and other apparel. Boyd Rogers talks about IT strategy, challenges, role of SAP and IT globalization issues.

**BOOK REVIEW: INNOVATION IN MULTINATIONAL CORPORATIONS IN
THE
INFORMATION AGE: THE EXPERIENCE OF THE EUROPEAN ICT
INDUSTRY,** by **Grazia D. Santangelo.**

Review written by **Robert Vinaja**, University of Texas-Pan American.

The book provides an empirical analysis of the impact of the ICT revolution on multinational corporations, considering the emerging techno-socio-economic environment. Dr. Santangelo examines multinational corporations' operations in terms of corporate production and localization of research and development.