

Preface

We are pleased to bring you this inaugural volume of *Advanced Topics in Electronic Commerce*. In our present era, electronic commerce has taken the stage as a necessary ingredient in education, manufacturing, and even research. Individuals involved in researching, improving, and using e-commerce need a strong resource to provide ideas and information on the utilization of these new technologies and what possibilities e-commerce offers. *Advanced Topics in Electronic Commerce, Volume 1* presents a wide range of the most current research in the adoption of e-commerce, e-business, and e-government. This inaugural volume will assist researchers, educators, and professionals in understanding the necessary components for e-technologies and how to best adopt these elements into their own classrooms, workplaces, and organizations throughout the world.

Chapter I, “Role of Small-Business Strategic Alliances in the Perception of Benefits and Disadvantages of E-Commerce Adoption in SME” by Robert MacGregor and Lejla Vrazalic, University of Wollongong (Australia), addresses the lack of research into comparing e-commerce use in small businesses that are members of a strategic alliance to those that have opted to remain outside such arrangements. This chapter presents the findings of a study of 176 regional small businesses in Sweden that investigated the impact of strategic-alliance membership on benefits and disadvantages associated with e-commerce adoption. The study also shows that correlations between e-commerce benefits exist and that the benefits can be grouped according to three distinct factors: costs, efficiency, and sales or inventory.

Chapter II, “The Effects of Animated Banner and Pop-Up Ads on Commercial Web Sites” by Yuan Gao, Ramapo College of New Jersey (USA), and Marios Koufaris and Robert H. Ducoffe, Baruch College (CUNY) (USA), explores the effects of two specific message-delivery techniques frequently adopted by online stores: continuously animated site banners and unexpected pop-up ads.