

Advanced Topics in Electronic Commerce Volume 1

Table of Contents

Preface vi

Chapter I.

**Role of Small-Business Strategic Alliances in the Perception
of Benefits and Disadvantages of E-Commerce Adoption in SMEs 1**

Robert MacGregor, University of Wollongong, Australia

Lejla Vrazalic, University of Wollongong, Australia

Chapter II.

**The Effects of Animated Banner and Pop-Up Ads on Commercial
Web Sites 28**

Yuan Gao, Ramapo College of New Jersey, USA

Marios Koufaris, Baruch College (CUNY), USA

Robert H. Ducoffe, Baruch College (CUNY), USA

Chapter III.

**Managing Security Vulnerabilities in a Business-to-Business
Electronic Commerce Organization 51**

Shirley Ann Becker, Florida Institute of Technology, USA

Anthony Berkemeyer, Texas Instruments, Inc., USA

Chapter IV.

Government-to-Government Enterprises: A RoadMap for Success...76

Luiz Antonio Joia, Brazilian School of Public and Business

Administration - Getulio Vargas Foundation

and Rio de Janeiro State University, Brazil

Chapter V.	
Effective Web Site Design: Insight from Information Processing	99
<i>Deborah E. Rosen, University of Rhode Island, USA</i>	
<i>Elizabeth F. Purinton, Marist College, USA</i>	
<i>Scott J. Lloyd, University of Rhode Island, USA</i>	
Chapter VI.	
Personalization of E-Commerce Applications in SMEs: Conclusions from an Empirical Study in Switzerland	121
<i>Petra Schubert, University of Applied Sciences, Basel (FHBB), Switzerland</i>	
<i>Uwe Leimstoll, University of Applied Sciences, Basel (FHBB), Switzerland</i>	
Chapter VII.	
An Interventionist Approach to E-Commerce Implementation in SMEs	142
<i>David Tucker, Manchester Metropolitan University Business School, U.K.</i>	
<i>Anthony Lafferty, Manchester Metropolitan University Business School, U.K.</i>	
Chapter VIII.	
E-Government Evolution in Ireland: A Framework for Successful Implementation	153
<i>William Golden, National University of Ireland, Galway, Ireland</i>	
<i>Martin Hughes, National University of Ireland, Galway, Ireland</i>	
<i>Murray Scott, National University of Ireland, Galway, Ireland</i>	
Chapter IX.	
E-Taxation: An Introduction to the Use of TaxXML for Corporate Tax Reporting	173
<i>Vikramaditya Pant, Villanova University, USA</i>	
<i>M. Susan Stiner, Villanova University, USA</i>	
<i>William P. Wagner, Villanova University, USA</i>	
Chapter X.	
Online Consumer Trust: A Multi-Dimensional Model	188
<i>Felix B. Tan, Auckland University of Technology, New Zealand</i>	
<i>Paul Sutherland, The University of Auckland, New Zealand</i>	

Chapter XI.	
A Customer Relationship Management System to Target Customers at Cisco	209
<i>Rahul Bhaskar, California State University - Fullerton, USA</i>	
Chapter XII.	
E-Government and Social Exclusion: An Empirical Study	222
<i>Liz Lee-Kelley, University of Surrey, U.K.</i>	
<i>Thomas James, University of Surrey, U.K.</i>	
Chapter XIII.	
From Seeking Information to Transacting: The Impact of Web Site Quality on E-Taxation	240
<i>Stuart J. Barnes, Victoria University of Wellington, New Zealand</i>	
<i>Richard Vidgen, University of Bath, U.K.</i>	
Chapter XIV.	
The Strategic Importance of E-Commerce in Modern Supply Chains	266
<i>Peter R. Gibson, University of Wollongong, Australia</i>	
<i>Janet Edwards, Loughborough University, U.K.</i>	
Chapter XV.	
On E-Markets in Emerging Economy: An Indian Experience	287
<i>Ashis K. Pani, XLRI, Jamshedpur, India</i>	
<i>Amit Agrahari, XLRI, Jamshedpur, India</i>	
Chapter XVI.	
An E-Government Model.....	300
<i>Sushil K. Sharma, Ball State University, USA</i>	
<i>Jatinder N.D. Gupta, The University of Alabama in Huntsville, USA</i>	
Chapter XVII.	
Beauty is More than Skin Deep: Organisational Strategies for Online Consumer Risk Mitigation in Apparel Retailing.....	312
<i>Mary Tate, Victoria University of Wellington, New Zealand</i>	
<i>Beverley G. Hope, Victoria University of Wellington, New Zealand</i>	
<i>Brent Coker, Victoria University of Wellington, New Zealand</i>	
About the Authors	341
Index	352