

EDITORIAL PREFACE

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The literature on e-adoption in various areas such as health, education, learning, security, energy, transport and environment is growing enormously in last few years. A growing literature recognizes the positive impact e-adoption has made on social and economic front. Organizations have created more operational and economic efficiencies. Individuals have been benefited by having more opportunities and choices and the e-governments projects have led to more empowerment, transparencies and equity in the governmental systems. The e-adoption is changing the landscape of 21st century although there are still enormous challenges and concerns that needs resolution. The International Journal of e-Adoption is dedicated to fostering research and improving knowledge in the adoption of the Internet and its various associated related information and communication technologies in organizations. This issue of the International Journal of E-adoption (IJEa) reports findings of some of the research studies that are conducted for e-adoption. The summaries of the studies included in this issue are given below.

The first paper, titled "Satisfying Public Relations: The Dormant Promise of Social Media in the UAE" by Badreya Al-Jenaibi, United Arab Emirates University, United Arab Emirates, assesses the state of PR in the UAE in relation to global media, and highlights needs in this area for both public and private enterprises. Presenting interview data taken from a cross section of 40 organizations throughout the UAE, it addresses perceptions of benefits, challenges, public acceptance, and

future strategies of social media in relation to global SM as whole. It finds that barriers to the use and acceptance of SM in PR have mostly been lifted. Yet it also offers suggestions for media planning and education strategies that can contribute to the future of PR in the UAE. It suggests further research focusing on the socio-economic effects of social media be conducted and incorporated by educational institutions in the UAE and by private businesses with a vested interest.

The next paper is titled "The Impact of In-Group Membership on E-Loyalty of Women Online Shoppers: An Application of The Social Identity Approach to Website Design" by Tonjia S. Coverdale of the University of the Virgin Islands, Virgin Islands, and Anthony D. Wilbon of Howard University, USA. The paper discusses globalization and recent advancement in the deployment of Internet and related technologies, which have significantly transformed all sectors of the modern economy. For instance, electronic service has enabled the application of Internet platform in stock trading, thereby empowering individuals' across diverse location to engage in trading activities. As established by extant theories on technology acceptance, individuals' are expected to exhibit different attitude and behaviour towards new technology. This study aims to develop a conceptual model, which can explain the antecedents of individual investors' intention to adopt online stock trading service. Specifically, this study identifies three new constructs (trust perception, investors' knowledge and economic value) by integrating theory of planned behavior (TPB)

and technology acceptance model (TAM), with perspective from transaction cost theory (TCT).

The paper “An Assessment Method of the Integrated E-commerce Readiness for Construction Organizations in Developing Countries” by Quangdung Tran, Hohai University, China, Dechun Huang, Hohai University, China, and Changzheng Zhang, Hohai University, China, shows a growing volume of literature that proclaims the benefits of e-commerce for construction organizations in developing countries. However, it is questionable on what are determinants of a successful implementation of e-commerce in such a context. Furthermore, lacking a model or a method through which to discuss and assist for construction companies in improving their success rate of the implementation. This paper proposed such a method called the “integrated” e-commerce readiness method (IECR). In this method, the role of an organization’s perception of operating environment is highlighted, and e-readiness of an individual organization is considered as an integrated power of the internal and external resources.

The last paper, “A Conceptual Framework for Online Stock Trading Service Adoption”

by Alireza Abroud, Multimedia University, Malaysia, Yap Voon Choong, Multimedia University, Malaysia, and Saravanan Muthaiyah, Multimedia University, Malaysia, shows that globalization and recent advancement in the deployment of Internet and related technologies have significantly transformed all sectors of the modern economy. For instance, electronic service has enabled the application of Internet platform in stock trading, thereby empowering individuals’ across diverse location to engage in trading activities. As established by extant theories on technology acceptance, individuals’ are expected to exhibit different attitude and behaviour towards new technology. This study aims to develop a conceptual model, which can explain the antecedents of individual investors’ intention to adopt online stock trading service. Specifically, this study identifies three new constructs (trust perception, investors’ knowledge and economic value) by integrating theory of planned behavior (TPB) and technology acceptance model (TAM), with perspective from transaction cost theory (TCT).

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Sushil K. Sharma is currently Associate Dean and Professor of Information Systems and Executive Director of the MBA and Certificate Programs at the Miller College of Business, Ball State University (Muncie, Indiana, USA). He co-edited five books that include the Handbook of Research on Information Assurance and Security and Creating Knowledge-based Healthcare Organizations. He is also the co-editor of the book: Managing E-Business (Heidelberg Press, Australia). Dr. Sharma has authored over 100 refereed research papers in many peer-reviewed national and international MIS and management journals, conferences proceedings and books. He serves on editorial boards of several national and international journals and has also edited special issues. He is the founding Editor-in-Chief of the International Journal of E-Adoption. His primary teaching and research interests are in e-commerce, computer-mediated communications, community and social informatics, information systems security, e-government, ERP systems, database management systems, cluster computing, Web services and knowledge management. He has a wide consulting experience in information systems and e-commerce and he has served as an advisor and consultant to several government and private organizations including projects funded by the World Bank.