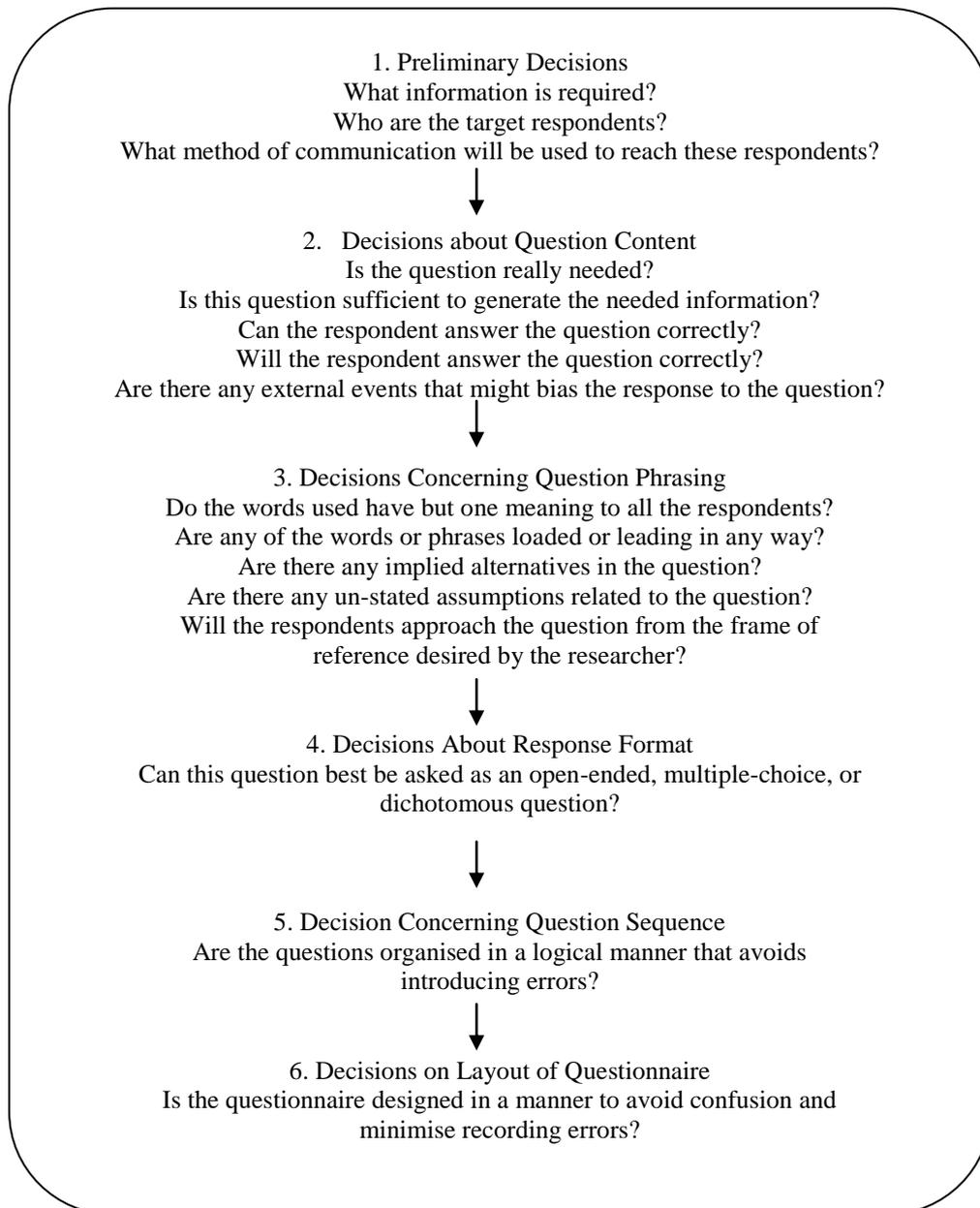


Appendix 4:-

Implications for Questionnaire Design



Source: Tull and Hawkins (1980)

Appendix 5:

Summary of the literature review on E-marketing

<i>Author(s)</i>	<i>Research / Topic</i>	<i>The sample and Methodology</i>	<i>Results</i>
Eid, Trueman and Ahmed (2006)	B2B international internet marketing: A benchmarking exercise	<ul style="list-style-type: none"> - Triangulation methodology depending on: secondary data, a mail questionnaire survey, and case studies. - 250 B2B companies were randomly selected from the Yahoo database (with a 59 per cent response rate). 	<ul style="list-style-type: none"> - Critical success factors for Business-to-Business International Internet Marketing can be classified into three main groups which are marketing strategy factors, web site factors and global factors - Critical success factors for Business-to-Business International Internet Marketing also might include internal considerations as well as external issues like trust, security and culture. - The study provided some insights about the acceptance of the internet for B2B marketing activities.
Taylor and England (2006)	Internet marketing: web site navigational design issues	<ul style="list-style-type: none"> - Qualitative approach depending on a two-year participant observation study in a UK tourism marketing organisation 	<ul style="list-style-type: none"> - Current web site design approaches can assist in structuring web site contents but do not make it useable by the consumers. - From a web site marketing viewpoint, more accessibility of the web site content (especially those related to products and services offered by the firm) lead to more likelihood that such products and services will be purchased by the consumer. - The ranking and grouping of the web site contents can create a straightforward access to web site content.
Eid, R. (2005)	International internet marketing: A triangulation study of drivers and barriers in the business-to-business context in the United Kingdom	<ul style="list-style-type: none"> -Triangulation methodology involving a: questionnaire based survey. -123 companies and case studies of four others, all located in the UK. 	<ul style="list-style-type: none"> - There are a number of dominant drivers of international Internet-based marketing in business-to-business firms, which will generally outweigh significant barriers to its adoption in the future.
Sheth and Sharma (2005)	International E-marketing: opportunities and issues	<ul style="list-style-type: none"> - Conceptual study. 	<ul style="list-style-type: none"> - The study presented a conceptual framework to examine the effect of country on E-marketing based on two dimensions: country's infrastructure development and country's marketing institutional development. - International E-marketing strategies are fundamentally changing marketing thought and practice in international markets. - Companies need to monitor its international environments in a very careful way to determine the type of strategy that should be followed by the firm.
Lagrosen, S.	Effects of the internet	<ul style="list-style-type: none"> - Qualitative approach depending 	<ul style="list-style-type: none"> - There are three main communications strategies that are used by Swedish service

(2005)	on the marketing communication of service companies	on a Multiple case studies - A sample of 19 Swedish service companies.	companies when using the Internet for marketing communication. These strategies are personalised relationship communication strategy, mass relationship communication strategy and the mass transaction communication strategy. - These strategies depend on the capacity of internet usage and the degree to which the companies are utilising relationship marketing. - Small and/or decentralised Swedish service companies depend mainly on personalised relationship communication strategy when conducting its marketing communication activities. - Big firms are using either mass relationship communication strategy and/or mass transaction communication strategy.
Lymperopoulos and Chaniotakis (2005)	Factors affecting acceptance of the internet as a marketing-intelligence tool among employees of Greek bank branches.	- Quantitative methodology Depending on a survey strategy. - The sample included employees of 100 full-service bank branches selected from Hellenic Bank Association data and the web sites of Greek banks.	- Branch employees in Greek banks experience that a marketing intelligence system within the Bank is a requirement for achieving effectiveness. - Internet is the fourth most vital source of market intelligence for branch employees in Greek banks. - Internet perceived ease of use as well as its perceived usefulness influence directly the attitudes employees in Greek banks. On the other hand, education and working experience have indirect impact the attitudes of these employees.
Krishnamurthy and Singh (2005)	The international E-marketing framework (IEMF): Identifying the building blocks for future global E-marketing research	- Conceptual study.	- The study presented the international E-marketing framework (IEMF) as a guiding model for future research in international E-Marketing - The international E-Marketing framework should help to shape scholarly inquiry in the field of international E-Marketing, - The study also classified the existing scholarly contributions in this area and delineated the different gaps in this literature.
Ryan and Valverde (2005)	Waiting for service on the internet: Defining the phenomenon and identifying the situations	- Qualitative research methodology depending on seven asynchronous virtual focus groups involving 126 intensive internet users over 17 days.	- The study presented a new definition of waiting on the internet. - Identified 14 distinct types of internet waiting situations.
Wong, Chan and Leung (2005)	Managing information diffusion in Internet marketing	- Quantitative methodology depending on a questionnaire based survey carried out in Chinese financial services.	- The study illustrated that here are three major elements for cyber marketing development which are antecedents, information diffusion and consequences. - The adoption of any mass customisation by the firm require an vital obligation of company resources - Database Marketing requires marketers to think as direct marketers to continually target, retarget and modify their relevant marketing messages. - Creating the necessary middleware to modify personalised messages to the customers

			ever changing needs is the key for building new databases and upgrading legacy systems at the right time.
Okazaki, S. (2005)	Mobile advertising adoption by multinationals: Senior executives' initial responses	- Quantitative methodology depending on a telephone survey strategy through a sample of 27 Japanese, 16 American and 10 European firms.	- Mobile advertising adoption by MNC's are affected strongly by the MNC branding strategy, facilitating conditions, security and costs. - Japanese, American, and European MNC's are statistically classifiable according to their cultural affiliation towards mobile advertising adoption. - Japanese MNC's are the least willing MNC's to use and adopt mobile advertising - American MNC's are the most motivated MNC's to use and adopt mobile advertising
Eid and Trueman (2004)	Factors affecting the success of business-to-business international Internet marketing (B-to-B IIM): an empirical study of UK companies	- Triangulation methodology depending on: secondary data, a mail questionnaire survey, and case studies. - 250 UK business-to-business international companies (with a 58 per cent response rate).	- There are 21 factors that have a direct impact on successful implementation of the B-to-B IIM. These factors are: marketing strategy, Web site, global dimension internal related factors and external related factors.
Harridge-March, S. (2004)	Electronic marketing, the new kid on the block	- Conceptual study.	- E-Marketing does not have (till now) the possibility to replace traditional marketing efforts. - E-Marketing should be seen as a precious and complementary tool. On the other hand, managers should use new technology in order to create better value for their customers.
Smith, A. (2004a)	E-security issues and policy development in an information-sharing and networked environment	- Conceptual study.	- There is a great need for the conceptualisation of the different interrelationships among E-security and the main elements involved in changing a company's infrastructure. - Companies should perform in an ethical way, particularly with the issues related to E-security and E-privacy through the construction of ethical policies, procedures and practices. - The study presented a model for the different elements that might affect companies' information security infrastructure.
Smith, A. (2004b)	Cybercriminal impacts on online business and consumer confidence	- Conceptual study.	- The study illustrated that there is a great need for the development of models that allow companies to study the different effects of cyber-crime on online consumer confidence. - Corporations should realize that cyber-crime threats to their online businesses have strategic implications to their business future. - Corporations must ensure that these threats are eliminated or significantly reduced and that the security measures taken will ultimately prevail to assure that consumers will continue to use the Internet to satisfy their shopping needs.
Kim and Kim	Predicting online	- Quantitative methodology	- The perceived attributes of online shopping is affected by four factors which are the

(2004)	purchase intentions for clothing products	depending on a survey strategy through a sample of 303 adults who had a computer at home and had access to the Internet in the USA.	transaction cost, availability of incentive programs, the web site design and interactivity. - Online transaction issues and low cost are the most important factors affecting online purchasing of clothing products. - Internet shopping for clothing products is still in its infancy stage.
Rowley, J. (2004)	Online branding	- Conceptual study.	- Companies recognised the growing need for integrating offline and online marketing communications across different communications channels. - Branding in online environments has sufficient series of challenges and opportunities. - Brands are built not by what an organisation says but by what it does as well as how the user experiences what the company do to build such brands.
Darby, Jones and Al Madani (2003)	E-commerce marketing: fad or fiction? Management competency in mastering emerging technology. An international case analysis in the UAE	- Qualitative methodology depending on a case study research approach involving four international companies based, or with main offices, in the United Arab Emirates.	- E-commerce in the UAE has shown a great potential for growth - All the companies researched seem to have created processes and procedures for developing products and services for new markets, by using emerging technologies - There are some obstacles created by the need for cyber law, monopoly of the telecommunications market, and the lack of awareness among the general public of the use of the Internet.
Daniel, Wilson and McDonald (2003)	Towards a map of marketing information systems: an inductive study	- Qualitative methodology depending on a case study research approach. - Seven cases (five UK-based while the other two companies were based in France and the USA).	- The study presented a map of marketing information systems domain.
Robins, F. (2003)	The marketing of 3G	- Conceptual study.	- Mobile phone subscribers are influenced by ancillary product and service features as well as by the core benefit of interpersonal communication. - To achieve success companies have to: categorise potential subscribers, launch all the content that the know market wants, establish high-speed access to the diverse riches of the Internet, keep adding new post-launch content in each category at regular intervals, add interactive games, and local weather and shopping sites; and most importantly develop a simple and secure billing and micro-payment system
Eid and Trueman (2002)	The Internet: new international marketing issues	- Conceptual study.	- The study illustrated the effect of international Internet marketing (IIM) on the marketing mix and explains the need for a new marketing paradigm. - Provided some building blocks for the new marketing paradigm.

Eid, Trueman and Ahmed (2002)	A cross-industry review of B2B critical success factors	- Conceptual study.	- The study provided a cross-industry review of B2B critical success factors. The factors presented are: marketing strategy, Web site, global dimension internal related factors and external related factors.
Adam, et al (2002)	E-marketing in perspective: A three country comparison of business use of the Internet	- Quantitative methodology.	- UK companies are more likely to use the Internet in relationship management than their counterparts in Australia - There are less complicated business uses of the Internet by Australasian companies with relation to UK companies. - There is a need to conduct additional research to solve the problems facing marketing companies in all three countries.
Kapoulas, Murphy and Nick (2002)	Say hello, wave goodbye: missed opportunities for electronic relationship marketing within the financial services sector?	- Qualitative methodology depending on an interpretative, multi-case study research approach.	- There is a broad acceptance that relationships are becoming increasingly vital for encouraging loyalty amongst customers. - Managers are normally uncomfortable in relation with their capability to set up and care for E-banking relationships. - The use of E-RM to generate a relationship is not occurring and is associated with several strategic and tactical difficulties. - Managers are conscious of the usefulness of electronic media networks to lower costs, but they do not know how to best approach E-customers, maintain a customer dialogue, or know whether this is what clients' desire.
Teo and Tan (2002)	Senior executives perceptions of business-to-consumer (B2C) online marketing strategies: the case of Singapore	- Quantitative methodology Depending on a survey strategy through a sample of 400 firms in Singapore	- The study illustrated that strategies to attract customers have a significant positive impact on online brand equity - The study also illustrated that there is a positive relationship among online brand equity and the firm financial growth.
Goldsmith and Lafferty (2002)	Consumer response to Web sites and their influence on advertising effectiveness.	- Quantitative methodology Depending on a survey strategy through a sample of 329 undergraduate students at a large south-eastern US university.	- The Internet is gaining more time and attention than any other media - number of visits to Web sites appeared to increase aided recall of brands seen on the Internet and improve consumers' views of the brand. - Consumers like TV and magazine advertisements more than the advertisements they recalled seeing on the Internet.
Liebermann and Stashevsky (2002)	Perceived risks as barriers to Internet and E-Commerce usage	- Triangulation methodology depending on: Quantitative methodology to test the research Hypotheses by surveying 465 employed Israelis adult from a variety of organizations. And	- Suggested a model for the factors affecting the perceived risk elements. The model includes demographic traits and user behaviour characteristics.

		Qualitative methodology to draw a perceived risks map for E-commerce.	
Dubas and Brennan (2002)	Marketing implications of Webcasting and extranets	- Conceptual study.	<ul style="list-style-type: none"> - Webcasting represents a radical change in the means by which Internet content is delivered over the Internet, intranet or extranet. - Webcasting allows content providers to reach individuals who may lack the time, motivation and/or ability to access by traditional methods. - Collaboration among various extranet participants maximise the benefits of push technology (Webcasting) and lead to faster access to relevant information in an event-based environment that enhances system efficiency and benefits all participants.
Angeles, R. (2001)	Creating a digital market space presence: lessons in extranet implementation	- Qualitative methodology depending on case study of VF Playwear	- Established a basic conceptual frame for understanding extranet implementation guidelines.
Vlosky, Fontenot and Blalock (2000)	Extranets: impacts on business practices and relationships	- Quantitative methodology Depending on a survey strategy through a sample of 202 companies.	<ul style="list-style-type: none"> - Extranet have six general uses which are: electronic communication with trading, customer contacts, contacts with the vendor, sales to customers, product and service promotion and finally purchases from suppliers. - There are some few concerns about using extranets such as: security of information, transmission time, speed of access and not having adequate internal technical resources to maintain the system.
Beheshti (2004)	The impact of IT on SME's in the United States	<ul style="list-style-type: none"> - Quantitative methodology Depending on a survey strategy. - A sample of 141 randomly selected American SME's. 	<ul style="list-style-type: none"> - Information technology has a great impact on small and medium enterprises in the USA. - Business executives/owners of SME's must regard IT as a strategic resource. - Top IT experts should be involved in the process of developing corporate strategic planning
Bland (2007)	Engaging the online market	- Conceptual study.	- SBEs need to know how to use the Internet to achieve marketing goals.
Boisvert and Caron (2006)	Benchmarking web site functions	<ul style="list-style-type: none"> - Qualitative methodology through observations. - A sample of 4,485 company web sites from two provinces in Canada. 	<ul style="list-style-type: none"> - The development of Web site functions could be classified to three stages - Web sites could be classified to five main categories with respect to their development profile.
Boudreau and Watson (2006)	Internet advertising strategy alignment	- Qualitative methodology through observations.	- Bad arrangement and cooperation among corporate global strategy and its web advertising strategy is common in multinational enterprises

		- A sample of 20 multinational enterprises was examined.	
Brock and Zhou (2005)	Organizational use of the internet: Scale development and validation	<ul style="list-style-type: none"> - Triangulation methodology based on: drop-and-collect survey among small technology-based firms (STBFs) in Germany and an observational study of web sites. - A sample of 112 German small technology-based firms (STBFs) in the federal state of North Rhine Westphalia 	- The theoretically grounded model to measure of organizational internet use (OIU) was empirically reliable and valid.
Juena, S. S., and Mirza, K. (2008)	Utilization of mobile advertising in B2C marketing	<ul style="list-style-type: none"> - Qualitative methodology through multiple case studies. - A multiple case study strategy through personal interviews and limited documentation to collect data 	<ul style="list-style-type: none"> - Technology has a great impact on mobile advertising. - Personalisation, customer permission, control and privacy are the main factors affecting the popularity of mobile advertising
Bruce (2006)	SME business: In the Net, or out? Now's the time to choose	- Conceptual study.	- Ignoring the Internet as a business tool will get any SME out of business.
Büyüközkan (2004)	Multi-criteria decision making for E-marketplace selection	<ul style="list-style-type: none"> - Qualitative methodology through case studies. - A case study research strategy on a Turkish SME located in Kütahya, Turkey 	- A fuzzy based evaluation approach can be used to make suitable decisions for E-marketplace selection.
Canavan, Henchion and O'Reilly (2007)	The use of the internet as a marketing channel for Irish speciality food	<ul style="list-style-type: none"> - Triangulation methodology based on: consumer focus groups, a producer web audit, producer depth interviews and an e-mailed online producer survey. - A sample of both consumers and producers of Irish speciality food was investigated. 	<ul style="list-style-type: none"> - Consumers of speciality food prefer to deal with traditional outlets than the electronic ones. - The internet is an important and significant sales channel for some speciality food producers with products of specific attributes. - The internet can be used to complement and support other marketing distribution channels.
Chen, Haney,	Small business internet	- Qualitative methodology through	- There are six critical success factors attributing to the positive impact that Internet

Pandzik, Spigarelli and Jesseman (2003)	commerce: A case study	case studies. - A case study research strategy on Getzs Company (a Michigan-based retailer).	commerce has upon the Getzs company. - The company (and other small business e-commerce firms) face a lot of challenges.
Daniel, Hoxmeier, White and Smart (2004)	A framework for the sustainability of E-marketplaces	- Qualitative methodology. - A sample of 11 companies active in the field of e-marketplaces.	- The study proposed a framework of the factors that help explain the sustainability of e-marketplaces - The provided framework recognised seven main factors that can be categorised according to three levels of influence on E-Marketing activities. These three levels are the macroeconomic regulatory level, the industry level, and the firm level.
Dembla, Palvia and Krishnan (2007)	Understanding the adoption of web-enabled transaction processing by small businesses	- Quantitative methodology Depending on a survey strategy and used Structural equation modelling - A sample of 215 senior managers in small business organizations	- Perceived usefulness is very important in the adoption of web-enabled transaction processing by organizations. - Some other factors are significant in the adoption of web-enabled transaction processing by organizations, these factors include: IS maturity of a company, centralization, formalization, and the IS budget.
Downie (2003)	Internet marketing and SMEs	- Conceptual study.	- The paper represented the state of 'work in progress', at Bournemouth University Business School researching the use and usage of the Internet for marketing purposes by small and medium sized enterprises (SME).
Elliott and Boshoff (2005)	The influence of organisational factors in small tourism businesses on the success of Internet marketing	- Quantitative methodology Depending on a survey strategy. - A sample of 2011 small tourism businesses in South Africa.	- Acquiring an entrepreneurial orientation and deep understanding of the needs of the firm customers are very vital factors to achieve success in the use of the Internet for conducting marketing activities within small tourism businesses in South Africa.
Fry, Tyrrall, Pugh and Wyld (2004)	The provision and accessibility of small business Web sites: a survey of independent UK breweries	- Qualitative methodology.	- Independent breweries within the UK tended to lag similarly sized business in other sectors in the provision or abandonment of firm Web sites. - Web sites for independent breweries within the UK have easy URLs addresses and are highly accessible through directories, but are less accessible through other popular search engines.
Gengatharen and Standing (2005)	A framework to assess the factors affecting success or failure of the implementation of government-supported	- Qualitative methodology through case studies. - A case study research strategy on 15 SME's	-Factors affecting success or failure of government-supported SME-REM's are: SME-owner innovativeness; REM ownership structure and governance; matching REM focus and structure with regional profile; adopting a staged approach to REM development; and ensuring REM benefits are understood by SME's.

	regional E-marketplaces for SMEs		
Ghosh, S., and Surjadjaja, JH., and Antony, I. (2004)	Optimisation of the determinants of E-service operations	<ul style="list-style-type: none"> - Quantitative methodology Depending on a survey strategy. - A sample of 283 companies 	<ul style="list-style-type: none"> - Optimisation technique is able to isolate optimum number of key determinants that are critical to e-service operations.
Gilmore, Gallagher and Henry (2007)	E-marketing and SMEs: operational lessons for the future	<ul style="list-style-type: none"> - A Qualitative research approach based on one-to-one, in-depth semi-structured interviews. - A sample of ten small and medium sized enterprises (SME's) marketing managers or IT professionals. 	<ul style="list-style-type: none"> - E-marketing still very much in its infancy for some SME's. - SME's still do not use it to its full scope and potential.
Harrison and Waite (2005)	Critical factors affecting intermediary web site adoption: understanding how to extend E-participation	<ul style="list-style-type: none"> - Triangulation methodology combining qualitative and quantitative methods. - A sample of 692 firms that have a web site. 	<ul style="list-style-type: none"> - The timing of web site adoption affect the subsequent use of the technology, with early adopters making more advanced use. - The critical incidents driving web site development as well as key company characteristics are different between companies adopting web sites and other companies.
Hinson, Atuguba, Ofori and Fobih (2007)	The internet and lawyers in Ghana: some initial qualitative perspectives	<ul style="list-style-type: none"> - Qualitative methodology Depending on interviews with 25 lawyers. 	<ul style="list-style-type: none"> - Internet improves the productivity. - The internet is useful as a communication tool. - The internet is very important in getting information.
Holt, et al (2007)	Research agenda for SMEs in electronic platforms for the European food industry	<ul style="list-style-type: none"> - Qualitative methodology Depending on Delphi qualitative research principle in three food chain sectors. 	<ul style="list-style-type: none"> - There is a proven benefit of electronic platforms for small businesses.
Kandampully (2003)	B2B relationships and networks in the Internet age	<ul style="list-style-type: none"> - Conceptual study. 	<ul style="list-style-type: none"> - The study examined the advantages of business networks and relationships.
Kotler and Pfoertsch (2007)	Being known or being one of many: the need for brand management for business-to-business (B2B) companies	<ul style="list-style-type: none"> - Conceptual study 	<ul style="list-style-type: none"> - There is a positive correlation among the firm's long-term branding strategies, the firm's business performance the brand performance and are stock increases within the firm.

Kula and Tatoglu (2003)	An exploratory study of Internet adoption by SME's in an emerging market economy	<ul style="list-style-type: none"> - Quantitative methodology Depending on a survey strategy. - A sample of 237 manufacturing SME's with Internet access in Turkey 	<ul style="list-style-type: none"> - SME's have positive attitudes towards Internet use. - Internet will become more attractive in future as a tool of building the SME image and will be a vital tool for conducting business electronically.
Scupola (2003)	The adoption of Internet commerce by SME's in the south of Italy: An environmental, technological and organizational perspective	<ul style="list-style-type: none"> - Qualitative methodology depending on a case study research approach and interviews on seven SBEs in Southern Italy. 	The Tornatsky and Fleischer (1990) model is a good framework for understanding the factors affecting the adoption and implementation of E-commerce in SME's.
Daniel, E., and Wilson, H., and McDonald, M. (2003)	Towards a map of marketing information systems: an inductive study	<ul style="list-style-type: none"> - Qualitative methodology depending on a case study research approach. - Seven cases (five UK-based while the other two companies were based in France and the USA). 	- The study presented a map of marketing information systems domain
McLuhan (2007)	Making emails count	- Conceptual study.	- Many marketers believe email should be used with caution, and that it often works better as part of a mix than as a stand-alone medium.
Murphy and Kielgast (2008)	Do small and medium-sized hotels exploit search engine marketing?	<ul style="list-style-type: none"> - Qualitative methodology depending on a case study research approach depending on eight case studies of small, independent hotels using in-depth, semi-structured interviews 	- Although hotels have a web site they do not exploit search engine marketing (SEM), which may be attributable to poor marketing planning and lack of control of their web site through outsourcing key web development and optimisation activities.
O'Toole (2003)	E-relationships – emergence and the small firm	- Conceptual study.	<ul style="list-style-type: none"> - E-relationships offer competitive advantage to few small firms. - The relationship orientation of the partners is critical to e-relationship's success.
Ramsey, bbotson, Bell, and Gray (2004)	A projectives perspective of international "e"-	- Qualitative methodology	- Internet is a very suitable and important business tool for SBEs, especially for small knowledge intensive business services (KIBS) which could use it effectively to compete.

	services		
Rohm, Kashyap, Brashear and Milne (2004)	The use of online marketplaces for competitive advantage: a Latin American perspective	- Conceptual study.	- The study presented a variety of decision models that SME's can employ to integrate the Internet into their business decisions and remain competitive
Salcedo, Henry, and Rubio (2003)	What Small Businesses Need from an E-marketplace	- Conceptual study.	- PEOPLink software is a good tool for managing E-Marketplace and has helped small exporting firms to conduct good E-commerce applications.
Simmons, Durkin, McGowan and Armstrong (2007)	Determinants of internet adoption by SME agri-food companies	- Quantitative methodology Depending on a survey strategy. - A sample of 50 Northern Ireland SME agri-food companies	- SME agri food companies need to develop an awareness of the internet efficacy as well as a dynamic strategic approach in Internet adoption and utilisation. - Marketing ability and industry norms are central determinants of internet adoption by the SME agri-food companies.
Rossi and Tuunainen (2007)	Mobile technology in field customer service: Big improvements with small changes	- Conceptual study.	- Changes in the mind-sets of the employees when using a new technology is important. - New technologies are easier to use, especially when it is accompanied with visible enhancement in work routines of individuals and the operations of the organization.
Sinisalo, Salo, Karjaluoto and Leppäniemi (2007)	Mobile customer relationship management: underlying issues and challenges	- Qualitative methodology depending on a case study research approach on a single-case-study depending on semi-structured interviews of the key informants of the company form the main data source. - The case-study company has two non-food department stores in two different cities and is one of the biggest retailers in Finland.	- The study proposed a framework which identified the issues that the company has to take into account when moving towards mobile customer relationship management (mCRM). - These issues can be divided into three categories: exogenous, endogenous and mCRM-specific.
Stockdale and Standing (2004)	Benefits and barriers of electronic marketplace participation: an SME perspective	- Conceptual study (Literature review)	- The study illustrated the benefits and barriers of electronic marketplace participation from a SME perspective.
Tapp and	New technology and	- Qualitative methodology	- The future will require new marketers with analytical skills, a logical mind for

Hughes (2004)	the changing role of marketing	depending on Delphi group discussions and in-depth interviews with 50 senior executives and managers in client organisations, systems suppliers, management consultancies and marketing service agencies.	absorbing the strategic importance of IT impact on the firm.
White and Daniel (2004)	The impact of E-marketplaces on dyadic buyer-supplier relationships: evidence from the healthcare sector	<ul style="list-style-type: none"> - Qualitative methodology through case studies. - A case study research strategy on four buying organisations in the healthcare sector (hospitals) and two suppliers (medical device companies), representing eight dyadic buyer supplier relationships 	- The adoption of e-marketplaces is associated with a reduction in the number of suppliers used by the buying organisations.

Source: Prepared by the researcher

Appendix 6:

Summary of the literature review on E-marketing in SBEs

<i>Author(s)</i>	<i>Research</i>	<i>The sample and Methodology</i>	<i>Results</i>
Hinson and Sorensen (2006)	E-business and small Ghanaian exporters: Preliminary micro firm explorations in the light of a digital divide	- Quantitative methodology depending on an exploratory study - A sample of 60 active, non-traditional exporters in Accra (Ghana)	- The export company internationalisation has no impact on the level of E-business involvement or the company perceptions of the strategic value of E-business. - Export companies that are more involved in E-business had a higher insight of the benefits and usefulness of E-business to their export operation.
Bui, et al (2006)	An Exploratory Case Study E-Marketing in Ho Chi Minh City	- Triangulation methodology in a two stages research process on hotels in Ho Chi Minh City, Vietnam. - The research examined the Web presence of 315 hotels.	- E-marketing activities of most Ho Chi Minh City hotels are inefficient due to some problems. - Major obstacles and problems are: the large number of hotels without E-marketing knowledge and skills, inadequate attention being paid to E-strategies, and unwillingness to make further investments in E-business
De Kervenoael et al (2006)	Exploring value through integrated service solutions: The case of E-grocery shopping	- Conceptual study	- There is a need for a progressive approach that follows consumer needs and habits at the household level. - Consumer resistance to the adoption of E-grocery should be addressed not only from a technological perspective but also from the social aspects.
Ng (2005)	An empirical framework developed for selecting B2B E-business models: the case of Australian agribusiness firms	- Qualitative methodology in a two stages research process on Australian agribusiness organisations through: 1) Eight depth interviews with E-business experts and industrial professionals. 2) Ten Case studies with Two interviews conducted in each case.	- Formulating a conceptual framework consists of 16 internal and external factors that influence the selection of B2B E-business models. - The 16 factors (internal and external) developed is influencing the choice of B2B E-business models. - Five of the 16 factors were identified as being less important to the selection of B2B E-business models with the internal factors appearing to be more influential than the external factors. - There are differences in the Australian agribusiness organisations responses for ten of the 16 factors of the model. These differences are based on organisational size, current state of E-business model adoption and management perspective. - Respondents from SME's were more concerned with three factors; understanding of E-business models, on-and off-line marketing strategies and objectives and market trends.
Mendo and	A multidimensional	- Qualitative methodology	- Introduced a multidimensional framework for SME E-business progression.

Fitzgerald (2005)	framework for SME E-business progression		<ul style="list-style-type: none"> - The main evolution strategies used by companies were content updates and dormant sites. - The mainstream of firms has developed their web sites to refresh the firm image and change navigation protocols and not to add transactional E-marketing features.
Ramsey and McCole (2005)	E-business in professional SME's: the case of New Zealand	<ul style="list-style-type: none"> - Quantitative methodology through postal survey. - A sample of 500 professional services SME's in New Zealand. 	<ul style="list-style-type: none"> - The firm current and future level of E-business adoption is influenced by a mixture of factors. - These factors include understanding potential E-business benefits; being able to respond to customer and competitor practices; being prepared to develop staff skills and knowledge of internet-based technologies (IBT's); and having a well justified and strategic orientation towards E-business.
McCole and Ramsey (2004)	Internet-enabled technology in knowledge intensive business services: A comparison of Northern Ireland, the Republic of Ireland and New Zealand	<ul style="list-style-type: none"> - Quantitative methodology. - 1300 SME's in three countries (400 in Northern Ireland, 400 in the Republic of Ireland and 500 in New Zealand) 	<ul style="list-style-type: none"> - Sufficient evidence was provided of the primitive and localised exploitation of the technology, a general lack of enthusiasm about its possibilities, and a perception that there are many barriers to successfully adding value at the customer interface. - Organisations find it necessary to establish a web presence to: increase their ability to survive and to deal effectively with the E-marketing opportunities that the internet can deliver.
Oliva (2004)	B2B for sale	- Conceptual and theoretical study	<ul style="list-style-type: none"> - In a relatively short time eBay has grown from its beginnings in 1998 to more than 105 million registered users by the end of the first quarter of 2004. - Benefits and innovations of eBay are now reaching out and touching small businesses, creating a new marketplace for the sorts of things that SBEs need.
Fillis, et al (2004)	Factors impacting on E-business adoption and development in the smaller firm	- Conceptual and theoretical study	<ul style="list-style-type: none"> - The study formulated a conceptual framework of the reasons behind adoption and non-adoption of E-business in small firm. - The framework was built from the following factors: Macro dimensions, industry sector and firm-level factors together with owner/manager motivations and attitudes towards E-business adoption.
Looi, H. (2004)	A Model of Factors Influencing Electronic Commerce Adoption among SME's in Brunei Darussalam	<ul style="list-style-type: none"> - Qualitative methodology - The sample consists of ten SME's randomly chosen from a local business directory in Brunei Darussalam. 	<ul style="list-style-type: none"> - The adoption of E-Commerce is influenced by organizational, innovational and environmental factors - These factors includes relative advantage, security, government support, competitive pressure, IT knowledge, perceived benefits, perceived usefulness, knowledge and skills, national infrastructure and return on investment. - The study provided a model of four groups of factors motivating and inhibiting E-Commerce Adoption in Brunei Darussalam

Chaston and Mangles (2003)	Relationship marketing in online business-to-business markets: A pilot investigation of small UK manufacturing firms	<ul style="list-style-type: none"> - Quantitative methodology - Depending on a survey strategy through mailed questionnaires on a sample of 298 UK small firms 	<ul style="list-style-type: none"> - Inadequate proof was found to hold the view that relationship orientated firms, when compared with transactionally-orientated competitors, exhibit differing perceptions about the nature of online markets.
Siddiqui et al (2003)	Retailer and consumer perceptions of online fashion retailers: Web site design issues	<ul style="list-style-type: none"> - Qualitative methodology in a three stage research process - 14 established fashion Web sites were evaluated 	<ul style="list-style-type: none"> - Retailers are satisfied by their online offer, but they lack an understanding of consumer needs. - Consumers are disappointed because of the lack of service and product provision provided by fashion Web sites.
Martin and Matlay (2003)	Innovative use of the Internet in established small firms: the impact of knowledge management and organisational learning in accessing new opportunities	<ul style="list-style-type: none"> - Qualitative methodology - A case study research strategy on three established UK small- and medium-sized enterprises. 	<ul style="list-style-type: none"> - Information communications technology (ICT) can be embedded within a firm's marketing strategy, from the earliest adoption stages to the integration of the Internet with key business functions of the firm. - Small firms could gain competitive advantage from Internet usage, if they can: achieve the right mix of managerial capacity and marketing focus. - The cases also provide insights into the innovative ways that can be used to reposition the firm, its marketing strategy, services and products within the national and the global marketplace.
Collins, et al (2003)	Enhancing SMTEs' business performance through the Internet and E-learning platforms	<ul style="list-style-type: none"> - Triangulation methodology depending on: - Quantitative survey based on mailed questionnaires to a population sample of 250 small and medium-sized tourist enterprises (SMIT's) across four European countries (Austria, Ireland, Great Britain and Switzerland) - Qualitative data collection through the telephone. 	<ul style="list-style-type: none"> - Small and medium-sized tourist enterprises are not utilising IT in their businesses to its full potential. These enterprises look to the Internet as a mechanism for promoting their hotel rather than for training, interorganisational, intraorganisational and E-commerce purposes.
Jutla, et al (2002)	Supporting the E-business readiness of small and medium-sized enterprises: approaches and metrics	<ul style="list-style-type: none"> - Conceptual and theoretical study 	<ul style="list-style-type: none"> - The study presented a conceptual model to be used by governments in creating and sustaining an appropriate climate that facilitates the national adoption of E-business.
Adam and Deans (2001)	Inter-study comparisons of small business Internet use in Australia and New Zealand	<ul style="list-style-type: none"> - Inter-Study Comparison of Small Business Internet Use in Australia and New Zealand depending on a Triangulation approach. 	<ul style="list-style-type: none"> - SBEs use of the internet has changed. - When using the internet SBEs favours using it for marketing communication over other online transactions like Business processes or Customer Relationship Management (CRM).

		- Three phases study on 249 SBEs in Australia and New Zealand	
McGowan, et al (2001)	Developing competencies in the entrepreneurial small firm for use of the Internet in the management of customer relationships	- Qualitative methodology depending on informal in-depth interviews. - Twenty-five small firm entrepreneurs	- The study confirmed the value of a conceptual model of appropriate competencies needed by the entrepreneurial small firm (ESF) for the effective use of the Internet in managing customer relationships and established the importance of the constituent competencies. - The study recognised 5 additional competencies that are important in shaping the adoption and use of the Internet. These 5 additional factors are Communication, Knowledge, Judgement, Experience, and Planning.
Poon and Swatman (1999)	A longitudinal study of expectations in small business Internet commerce	- Triangulation methodology depending on a longitudinal study of SBEs Internet use through two surveys carried out between 1995 and 1997 and a multiple case study - A sample of 146 small firms online in Australia.	- Internet Commerce managed to fulfill some, but not all, business objectives - The Internet was an effective marketing medium depended on the industry sector a firm was in. - A high percentage of firms from the Internet and Related Services sector found the Internet was either 'as effective' or 'more effective' than other marketing media
Ng, H. et al. (1998)	Business use of the World Wide Web: a report on further investigations	- Quantitative methodology through electronic mail survey. - A sample of 300 companies chosen from those listed in the Yahoo! Directory.	- Although E-Commerce is still in its infancy stage, it has enormous potential. Out of the 300 companies surveyed within the study, only 15.3% of the companies were engaged in online transaction. - The mainstream of companies surveyed within the study is using their Web sites mostly for publicity and advertising purposes. - Companies will carry on to adopt the Internet and the WWW as a main way of enlarging their markets - The World Wide Web and the Internet enable small and medium-sized enterprises to engage into global markets.
Poon and Swatman (1997a)	Small business use of the Internet - Findings from Australian case studies	- Twenty-three SBEs around Australia - Qualitative approach depending on case studies research strategy.	- The main vital issues affecting Internet adoption and usage among SBEs are management's commitment and Internet perceived benefits. - Most of SBEs still uses the Internet as a communications mean in addition to other communication tools (e.g. telephone and facsimile). - Advertising and marketing are the main variables driving Internet use by small businesses.
Poon and Swatman (1997b)	Internet-based Small Business Communication: Seven Australian Cases	- Qualitative approach depending on case studies research strategy. - Seven case studies selected from a different business sector in Australia.	- Key drivers for Internet use by SBEs are mainly related to the potential business opportunities associated with the Internet usage. - Management involvement and enthusiasm are also important for the Internet adoption process and ongoing usage. - Constructed a four-stage model which depicts how SBEs use the Internet to

Poon and Swatman (1996)	Small Business Alliances: A Framework for Internet-Enabled Strategic Advantage	- Conceptual and theoretical study	<p>support the business relationship development process</p> <ul style="list-style-type: none"> - The Internet is offering SBEs today opportunities to be more versatile and dynamic when competing in the global market-place. - The ways in which SBEs are using the Internet demonstrates that it can be an enabling factor for the formation of strategic alliances, - There has been relatively little research conducted to provide a comprehensive understanding of the strategic significance of the Internet for small businesses.
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Source: Prepared by the researcher

Appendix 7:

Bibliography of the literature according to the research area

<i>Research area</i>	<i>Literature (Bibliography)</i>
<i>Internet Marketing</i>	Bland (2007), Boisvert and Caron (2006), Boudreau and Watson (2006), Canavan, Henchion and O'Reilly (2007), Zafiropoulos, Vrana, and Paschaloudis (2006), Downie (2003), Elliott and Boshoff(2005), Hinson, Atuguba, Ofori and Fobih (2007), Jones (2004), Kula and Tatoglu (2003), Meadows-Klue (2003), Rahman (2004), Sands (2003), Schmidt and Pioch (2003), Simmons, Durkin, McGowan and Armstrong (2007), Thomas, Packham, Miller and Brooksbank (2004), Vidgen, Francis, Powell and Woerndl (2004), Warren (2004), McCole and Ramsey (2004), Martin and Matlay (2003), Taylor, M. and England, D. (2006), Eid, R. (2005), Lagrosen, S. (2005), Lymperopoulos, C. and Chaniotakis, I. (2005), Ryan, G. and Valverde, M. (2005), Wong, Y., Chan, R. and Leung, T. (2005), Eid, R. and Trueman, M. (2004), King, C. and Oppenheim, C. (1994), Gluck, F (1994), Rust, R and Oliver, R (1994), Falk, H., Talarzyk, W and Widing, R (1994), Paul, P (1996), Heinen, J (1996), Hamill and Gregory (1997), Sandelands, E (1997), Murphy, J., Forrest, E., Wotring, C and Brymer, R (1996), Aldridge, A., Forcht, K. and Pierson, J (1997), Ainscough, T (1996), Bennett, R (1997), Forcht, K (1996), Rowley, J (1996), Soh, C., Mah, Q., Gan, F., Chew, D. and Reid, E (1997), Granger, M. and Schroeder, D (1994), Poon, S and Swatman, P (1997a), Harris, K (1996), White, G (1997), Poynder, R (1996), Jeapes, B (1997), Forcht, K. and Fore, R (1995), Collinge, B (1995), Seng, L (1996), Leiby, C. and Konkol, M (1996), Liddy, C (1996), May, T(1996), Gordon, M. and De Lima-Turner, K (1997), Morganosky, M (1997), Jemmeson, P (1997), Aldridge, A. , White, M. and Forcht, K (1997), Klein, L. and Quelch, J (1997), White, M (1997), Herbig, P. and Hale, B (1997), Katz, J. And Aspden, P (1997), Peattie, K (1997), Crane, D (1997), Wodehouse, L (1997), Murray, I. and Sargent, G (1997), Elfrink, J., Bachmann, D and Robideaux, D (1997), Heinen, J (1996), O'Connor, G and O'Keefe, B (1997), Wood, C (1997) and Wang, H (1997).
<i>Electronic Marketing</i>	Gilmore, Gallagher and Henry (2007), Krishnamurthy and Singh (2005), White and Daniel (2004), Leverin and Liljander (2006), Rohm, Kashyap, Brashear and Milne (2004), Salcedo, Henry, and Rubio (2003), Stockdale and Standing (2004), Truong and Jitpaiboon (2008), Bui, et al (2006), Chaston and Mangles (2003), Sheth and Sharma (2005), Harridge-March, S. (2004), Pattinson, H and Brown, L (1996), DeTienne, K. and Thompson, J (1996), Bloch, B(1996), Schoenbachler, D., Gordon, G., Foley, D. and Spellman, L (1997), Kuhlen, R (1997), Grönroos, C (1997), Hyams, P (1995), Hugh ,P and Linden, B (1996), Lynch, E (1997), Sussmann, S. and Baker, M (1996), O'Connor, G and O'Keefe, B (1997) and Wang, H (1997).
<i>Electronic Commerce</i>	Al-Qirim (2007a), Al-Qirim (2003), Al-Qirim (2006), Wresch (2003), Barnes, Hinton, and, Mieczkowska (2004), Beck, Wigand and König (2005), Bharadwaj and Soni (2007), Bruce (2006), Caskey and Subirana (2007), Chen, Haney, Pandzik, Spigarelli and Jesseman (2003), Chou, Yen and Chou (2005), Claycomb, Iyer and Germain (2005), Cullen and Webster (2007), Damaskopoulos and Evgeniou (2003), Daniel (2003), Daniel and Wilson (2002), Davidrajuh (2003), De Strel (2003), Drew (2003), Egan, Clancy and O'Toole (2003), Elia, Lefebvre and Lefebvre (2006), Grandon and Pearson (2004), Grandon and Pearson (2003), Gunasekaran and Ngai (2005), Jennex, Amoroso and Adelakun (2004), Karagozoglu and Lindell (2004), Kaynak, Tatoglu and Kula (2005), Kotler and Pfoertsch (2007), Lawson, Alcock, Cooper and Burgess (2003), Lawson-Body and P O'Keefe (2006), Lefebvre, Lefebvre, Elia and Boeck (2005), Lertwongsatien and Wongpinunwatana (2003), Zhang and Fjermestad (2008), MacGregor and Vrazalic (2005), MacGregor and Vrazalic (2006), Matlay (2004), Matlay and Addis (2003), McCole and Ramsey (2005), Molla, A., and Heeks, R. and Balcells, I (2006), Moodley (2003), Mustaffa and Beaumont (2004), Putterill (2004), Rao, Metts and Monge (2003), Rickards

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<i>Electronic Business</i>	Bensebaa (2004), Cegarra-Navarro and Martínez-Conesa (2007), Currie (2004), Dilworth and Kochhar (2007), Dixon, Marston, Thompson and Elder (2003), Eikebrokk and Olsen (2007), Fillis, Johansson and Wagner (2003), Fillis, Johansson and Wagner (2004), Hill and Scott (2004), Huang, Zhao and Chen (2007), Koh and Maguire (2004), Lal (2005), Lesjak and Vehovar (2005), Levy and Powell (2005), Hsu and Lin (2008), Lin (2008), Lowson and Burgess (2003), Maguire, Koh and Magrys (2007), Matlay (2004), Pavic, Koh, Simpson and Padmore (2007), Schlenker and Crocker (2003), Servais, Madsen and Rasmussen (2006), Zheng, Caldwell, Harland, Powell, Woerndl and Xu (2004), Stone (2003), Taylor and Murphy (2004), Wagner, Fillis, and Johansson (2003), Hinson and Sorensen (2006), Ng (2005), Mendo and Fitzgerald (2005), Ramsey and McCole (2005), Fillis, et al (2004), Fojt, M (1996), Angelides, M(1997), Klein, L. and Quelch, J(1997) and Forcht, K(1996).

Appendix 8:

Distribution of Electronic Marketing articles published from 2003 to 2009 by journal

<i>N</i>	<i>Journal (in alphabetical order)</i>	<i>Number of articles</i>	<i>%</i>
1	Advances in International Marketing	2	0.6 %
2	Aslib Proceedings	8	2 %
3	Australasian Marketing Journal	2	0.6 %
4	Benchmarking: An International Journal	6	1.5 %
5	British Food Journal	2	0.6 %
6	Business Process Management Journal	10	2.6 %
7	Campus-Wide Information Systems	2	0.6 %
8	CRN	1	0.25 %
9	Customer Relationship Management	2	0.6 %
10	Director	2	0.6 %
11	Education + Training	1	0.25 %
12	Electronic Commerce Research	1	0.25 %
13	European Business Review	4	1.1 %
14	European Journal of Information Systems	5	1.4 %
15	European Journal of Marketing	9	2.3 %
16	European Management Journal	4	1 %
17	Foresight	1	0.25 %
18	<i>Industrial Management and Data Systems</i>	14	3.7 %
19	Industrial Marketing Management	3	0.9 %
20	Information and Management	3	0.9 %
21	<i>Information Management and Computer Security</i>	11	2.8 %
22	Information Resources Management Journal	1	0.25 %
23	Insurance Brokers' Monthly and Insurance Adviser	2	0.6 %
24	International Journal of Bank Marketing	4	1.1 %

25	International Journal of Contemporary Hospitality Management	5	1.3 %
26	International Journal of Entrepreneurial Behaviour and Research	2	0.6 %
27	International Journal of Entrepreneurial Behaviour and amp	1	0.2 %
28	International Journal of Information Technology	2	0.6 %
29	International Journal of Manpower	1	0.25 %
30	International Journal of Operations and Production Management	2	0.6 %
31	International Journal of Retail and Distribution Management	8	2 %
32	<i>International Marketing Review</i>	14	3.6 %
33	International Trade Forum	1	0.25 %
34	<i>Internet research</i>	28	7.2 %
35	Irish Journal of Management	1	0.25 %
36	Journal of American Academy of Business	2	0.6 %
37	Journal of Business and Industrial Marketing	4	1.1 %
38	Journal of Business and amp	1	0.25 %
39	Journal of Electronic Commerce in Organizations	4	1.1 %
40	Journal of Electronic Commerce Research	1	0.25 %
41	Journal of Enterprise Information Management	6	1.6 %
42	Journal of Fashion Marketing and Management	1	0.25 %
43	Journal of Global Information Management	3	0.9 %
44	Journal of Global Information Technology Management	7	1.9 %
45	Journal of Information Technology Case and Application Research	4	1.1 %
46	Journal of International Management	1	0.25 %
47	Journal of Manufacturing Technology Management	3	0.9 %
48	Journal of Property Investment and Finance	2	0.6 %
49	Journal of Purchasing and Supply Management	1	0.25 %
50	Journal of Service Research	1	0.25 %
51	Journal of Services Marketing	1	0.25 %
52	<i>Journal of Small Business and Enterprise Development</i>	34	8.9 %
53	Journal of Small Business Management	7	1.9 %
54	Library Review	3	0.8 %

55	Logistics Information Management	2	0.5 %
56	Management Decision	4	1 %
57	Management Dynamics	3	0.9 %
58	Management Research News	3	0.9 %
59	Management Services	4	1 %
60	Managing Service Quality	1	0.25 %
61	Marketing	2	0.6 %
62	Marketing Intelligence and Planning	14	3.6 %
63	Marketing Intelligence and amp	2	0.6 %
64	Marketing Management	12	3.2 %
65	NZ Business	2	0.6 %
66	Online Information Review	7	1.9 %
67	Qualitative Market Research: An International Journal	8	2 %
68	Small Business Economics	4	1 %
69	Strategic Direction	2	0.6 %
70	Strategies for Growth in SMEs	2	0.6%
71	Supply Chain Management: An International Journal	2	0.6 %
72	Technovation	4	1 %
73	Telematics and Informatics	2	0.6 %
74	The Business Review	4	1 %
75	The Electronic Library	8	2 %
76	The TQM Magazine	7	1.8 %
77	Thunderbird International Business Review	2	0.6 %
78	Women in Management Review	4	1 %
79	Journal of Consumer Marketing	18	4.7 %
80	Organisation for Economic Cooperation and Development	5	1.3 %
81	Strategy and Leadership	2	0.6 %
82	The CPA Journal	3	0.9 %
83	Pricing Strategy and Practice	3	0.9 %
Total		387	100 %

Articles published in the Journal of Small Business and Enterprise Development from 2003 to 2007

<i>N</i>	<i>Year</i>	<i>Number of articles published</i>	<i>% from 2003 - 2007</i>	<i>% from total</i>
1	2003	7	28 %	20.5 %
2	2004	13	52 %	38.2 %
3	2005	2	8 %	5.9 %
4	2006	2	8 %	5.9 %
5	2007	1	4 %	2.9 %
Total		25	100 %	73.4 %

Some of the studies conducted in New Zealand, UK, Australia and USA

N	Country	Studies
1	New Zealand	Al-Qirim (2003), (2006) and (2007); McCole and Ramsey (2005); Ramsey and McCole (2004)
2	UK	Barnes et al (2004), Cullen and Webster (2007), Daniel (2003), Daniel and Wilson (2002), Dilworth and Kochhar (2007), Dixon et al (2003), Drew (2003), Durkan et al (2003), Fillis et al (2004), Fry et al (2004), Gilmore et al (2007), Harrison and Waite (2005), Hill and Scott (2004), Ibbotson and Moran (2003) and Koh and Maguire (2004)
3	Australia	De Streel (2003), Lawson et al (2003), MacGregor and Vrazalic (2005), Mustaffa and Beaumont (2004), Pollard (2003), Stockdale and Standing (2006) and Zutshi and Sohal (2003)
4	USA	Beheshti (2004), Bharadwaj and Soni (2007), Chen et al (2003), Claycomb, Iyer and Germain (2005), Daniel et al (2004), Dembla, Palvia and Krishnan (2007), Grandon and Pearson (2004), Karagozolu and Lindell (2004),

Appendix 9:

Studies investigating adoption of new technologies in SBEs

<i>N</i>	<i>Author(s)</i>	<i>Research</i>	<i>The sample and Methodology</i>	<i>Results/ Major findings</i>
1	Al-Qirim (2007)	E-Commerce Adoption in Small Businesses: Cases from New Zealand	<ul style="list-style-type: none"> - Qualitative methodology through case studies. - A case study research strategy on three established New Zealand SBEs. 	<ul style="list-style-type: none"> - E-Commerce practices in New Zealand are weak. - This weakness could be justified on the bases of the market construction and the New Zealand economy. - Factors affecting the adoption of E-Commerce by the SBEs in New Zealand include three main groups of factors which are: technological improvement factors, organisational factors and individual factors.
2	Al-Qirim (2006)	Personas of E-Commerce Adoption in Small Businesses in New Zealand	Qualitative methodology depending on focus groups for 6 SME's managers. Most of the participants SME's were engaging in business-to-business (B2B) relationships than in business-to-consumer (B2C) relationships.	<ul style="list-style-type: none"> - SME's is not willing to spend its limited resources on perceived unsafe advanced E-Commerce initiatives. - Cost and compatibility does not delay the adoption decision of E-Commerce in straightforward E-Commerce applications such as Web pages and E-mail.
3	Damaskopoulos and Evgeniou (2003)	Adoption of New Economy Practices by SME's in Eastern Europe	<ul style="list-style-type: none"> - Quantitative methodology Depending on a survey strategy - A sample of 900 SME managers in four Eastern European countries and Cyprus 	<ul style="list-style-type: none"> - Adoption of E-business practices is not equivalent to technological E-readiness. - Factors beyond the level of the firm are more significant in E-business adoption than the different factors at the firm level. - Availability of skills is a very important factor for E-business adoption by SME's.
4	Dembla, Palvia and Krishnan (2007)	Understanding the adoption of web-enabled transaction processing by small businesses	<ul style="list-style-type: none"> - Quantitative methodology Depending on a survey strategy and used Structural equation modelling - A sample of 215 senior managers in small business organizations 	<ul style="list-style-type: none"> - Perceived usefulness is very essential in the adoption of web-enabled transaction processing by organisations. - Some other factors are significant in the adoption of web-enabled transaction processing by organisations, these factors include: IS development of a business, centralization, formalisation, and the IS budget.
5	Grandon and Pearson (2004)	Electronic commerce adoption: an empirical study of small and medium US businesses	<ul style="list-style-type: none"> - Quantitative methodology Depending on a survey strategy. - A sample of 1069 top managers/owners of SME. 	<ul style="list-style-type: none"> - There is a perceived strategic value of E-Commerce and its adoption.
6	Grandon and	Strategic value and adoption	<ul style="list-style-type: none"> - Quantitative methodology 	<ul style="list-style-type: none"> - There is a perceived strategic value of electronic commerce and

	Pearson (2003)	of electronic commerce: An empirical study of Chilean small and medium businesses	Depending on a survey strategy. - A sample of 83 top managers/owners of small and medium size companies	electronic commerce adoption.
7	Kaynak, Tatoglu and Kula (2005)	An analysis of the factors affecting the adoption of electronic commerce by SME's: Evidence from an emerging market	- Quantitative methodology Depending on a survey strategy. - A sample of 237 manufacturing SME's with internet connection.	- E-Commerce adoption is influenced by its perceived benefits. - The perceived limitations of E-Commerce applications have no effect on its adoption. - SME's related factors as well as industry related factors, with the exception of amount of resources allocated for export development, does not have any impact on E-Commerce adoption
8	Kula and Tatoglu (2003)	An exploratory study of Internet adoption by SME's in an emerging market economy	- Quantitative methodology Depending on a survey strategy. - A sample of 237 manufacturing SME's with Internet access in Turkey	- SME's have positive attitudes towards Internet use. - Internet will become more attractive in future as a tool of building the SME image and will be a vital tool for conducting business electronically.
9	Lal (2005)	Determinants of the adoption of E-business technologies	- Quantitative methodology Depending on a survey strategy. - A sample of 51 firms located in the National Capital Region	- Organisations operated by informed and qualified entrepreneurs (owners) adopted advanced E-business tools. - Factors such as organisation size of operation and wage rates differ significantly between portal using Organisations and other Organisations. - International orientation of the Organisation is an important and significant factor in adopting advanced E-business technology.
10	Lawson, Alcock, Cooper and Burgess (2003)	Factors affecting adoption of electronic commerce technologies by SME's: an Australian study	- Triangulation methodology combining Qualitative and Quantitative methodology through a survey strategy and case study research approach. - A sample of 394 organisations located in SW Sydney and SE Melbourne regions (Australia)	- Barriers of E-commerce adoption are in most cases non technical and includes: lack of cost effective telecommunications infrastructure and level of staff IT and computer skills and training
11	Lertwongsatien and Wongpinunwatan a (2003)	E-commerce adoption in Thailand: An empirical study of Small and Medium Enterprises (SME's)	- Quantitative methodology Depending on a survey strategy. - A sample of 1200 Small and Medium Enterprises in several major provinces in Thailand	- Factors influencing E-commerce adoption decisions are organizational, technology, and environmental factors.

12	MacGregor and Vrazalic (2006)	E-Commerce Adoption Barriers in Small Businesses and the Differential Effects of Gender	<ul style="list-style-type: none"> - Quantitative methodology Depending on a survey strategy. - A sample of 1170 Sweden SBES. 	<ul style="list-style-type: none"> - E-commerce adoption barriers can be classified into one of two groups: E-commerce is too difficult to implement or it is unsuitable to the business. - Males regard the different problems of implementing E-commerce as more important while females are more concerned about the unsuitability of E-commerce.
13	Matlay and Addis (2003)	Adoption of ICT and E-commerce in small businesses: an HEI-based consultancy perspective	<ul style="list-style-type: none"> - Qualitative methodology depending on a case study research approach on 60 of the small business population of the West Midlands region of Great Britain. 	<ul style="list-style-type: none"> - Most small business owner/managers are aware of the potential benefits resulting from ICT and E-commerce and tend to use HEI-based consultancy services. - There is a difference between the supply and demand sides of the HEI-based ICT and E-commerce consultancy market.
14	Scupola (2003)	The adoption of Internet commerce by SME's in the south of Italy: An environmental, technological and organizational perspective	<ul style="list-style-type: none"> - Qualitative methodology depending on a case study research approach and interviews on seven SBES in Southern Italy. 	The Tornatsky and Fleischer (1990) model is a good framework for understanding the factors affecting the adoption and implementation of E-commerce in SME's.
15	Seyal and Abd Rahman (2003)	A preliminary investigation of E-commerce adoption in small & medium enterprises in Brunei	<ul style="list-style-type: none"> - Quantitative methodology Depending on a survey strategy. - A sample of ninety five small and medium business organizations of various business types in Brunei Darussalam 	Factors related to compatibility with others, trialability and observeability, top management support and top managers' attitudes are the main determinants of E-Commerce adoption by SME's.
16	Simmons, Durkin, McGowan and Armstrong (2007)	Determinants of internet adoption by SME agri-food companies	<ul style="list-style-type: none"> - Quantitative methodology Depending on a survey strategy. - A sample of 50 Northern Ireland SME agri-food companies 	<ul style="list-style-type: none"> - SME agri food companies need to develop an awareness of the internet efficacy as well as a dynamic strategic approach in Internet adoption and utilisation. - Marketing ability and industry norms are central determinants of internet adoption by the SME agri-food companies.
17	Simpson and Docherty (2004)	E-commerce adoption support and advice for UK SME's	<ul style="list-style-type: none"> - Qualitative methodology depending on exploratory research project and data triangulation. 	<ul style="list-style-type: none"> - The reasons why SME's adopt E-commerce appear to be numerous. - Financial benefits are the most important reasons for adopting E-Commerce.
18	Stockdale and Standing (2006)	A classification model to support SME E-commerce adoption initiatives	<ul style="list-style-type: none"> - Qualitative methodology depending on a case study research approach - Case studies had been conducted on 	<ul style="list-style-type: none"> - SME's have significantly different attitudes to online business and cannot be regarded as a homogenous group for E-commerce initiatives. - The study classified SME's into five main categories which are:

			smaller businesses, stakeholders and a series of seminars	Landlubbers, Toe dippers, Paddlers, Waders and Swimmers.
19	Tan, Tyler and Manica (2007)	Business-to-business adoption of E-Commerce in China	<ul style="list-style-type: none"> - Quantitative methodology - Depending on a survey strategy. - A sample of 134 Chinese SME's 	Factors affecting Business-to-business adoption in China are: restricted access to computers, lack of internal trust, lack of enterprise wide information sharing, intolerance towards failure, and incapability of dealing with rapid change.
20	Tsao, Lin, and Lin (2004)	An Investigation of Critical Success Factors in the Adoption of B2BEC by Taiwanese Companies	<ul style="list-style-type: none"> - Quantitative methodology - Depending on a survey strategy. - A sample of 300 Taiwanese Companies 	The key elements of success in adopting B2BE-Commerce in SME's in Taiwan are internal factors.
21	Warren (2004)	Farmers online: drivers and impediments in adoption of Internet in UK agricultural businesses	<ul style="list-style-type: none"> - Quantitative methodology - Depending on a survey strategy. - A sample of 337 farm businesses. 	<ul style="list-style-type: none"> - Regardless of the significant growth in Internet use by UK farmers, this use is still far from universal - Developing human capital is crucial to increasing speed and coverage of ICT adoption. - Family members have a key influence on ICT adoption.
22	Yu (2006)	Influences on Taiwanese SME E-Marketplace Adoption Decisions	<ul style="list-style-type: none"> - Quantitative methodology - Depending on an E-mail survey strategy. - A sample of 1000 SME's in Taiwan. 	- The internet had changed the way Taiwanese SME companies use to conduct business.
23	Fillis, et al (2004)	Factors impacting on E-business adoption and development in the smaller firm	- Conceptual and theoretical study	<ul style="list-style-type: none"> - The study presented a conceptual framework of the reasons behind adoption and non-adoption of E-business in small firm. - The framework was built from the following factors: Macro dimensions, industry sector, firm level factors, owner/manager motivations and attitudes towards E-business adoption.
24	Looi, H. (2004)	A Model of Factors Influencing Electronic Commerce Adoption among SME's in Brunei Darussalam	<ul style="list-style-type: none"> - Qualitative methodology - The sample consists of ten SME's randomly chosen from a local business directory in Brunei Darussalam. 	<ul style="list-style-type: none"> - The adoption of E-Commerce is influenced by organizational, innovational and environmental factors - These factors includes relative advantage, security, government support, competitive pressure, IT knowledge, perceived benefits, perceived usefulness, knowledge and skills, national infrastructure and return on investment. - The study provided a model of four groups of factors motivating and inhibiting E-Commerce Adoption in Brunei Darussalam
25	Okazaki, S.	Mobile advertising adoption	- Quantitative methodology	- Mobile advertising adoption by MNC's are affected strongly by the

	(2005)	by multinationals: Senior executives' initial responses	depending on a telephone survey strategy through a sample of 27 Japanese, 16 American and 10 European firms.	MNC branding strategy, facilitating conditions, security and costs. - Japanese, American, and European MNC's are statistically classifiable according to their cultural affiliation towards mobile advertising adoption. - Japanese MNC's are the least willing MNC's to use and adopt mobile advertising - American MNC's are the most motivated MNC's to use and adopt mobile advertising
26	Lefebvre, Lefebvre, Elia and Boeck (2005)	Exploring B-to-B E-commerce adoption trajectories in manufacturing SME's	- Triangulation methodology through: a pilot study to identify and validate metrics for B-to-B E-commerce adoption; an E-survey and a multiple case study.	- The increasing and self-reinforcing character of E-commerce initiatives and its benefits affect E-commerce adoption trajectories in manufacturing SME's.
27	MacGregor and Vrazalic (2005a)	A basic model of electronic commerce adoption barriers: A study of regional small businesses in Sweden and Australia	- Quantitative methodology Depending on a survey strategy. - A sample of 477 SBEs in Sweden and Australia - The data was analysed using correlation matrices and factor analysis to derive a model of E-commerce barriers	- The study developed a basic model of E-commerce adoption barriers to SBEs located in regional areas of developed countries
28	Doolin, McLeod, McQueen and Watton (2003a)	Internet strategies for establishing retailers: Four New Zealand case studies	- Qualitative methodology depending on a case study research approach - Case studies had been conducted on four established retailing companies in New Zealand	Success in Internet retailing requires a complex interaction between various organisational, environmental, technical and market-related factors.
29	Doolin, McQueen and Watton (2003b)	Internet strategies for establishing retailers: Four New Zealand case studies	- Qualitative methodology depending on a case study research approach - Case studies had been conducted on five established retailing companies in New Zealand	Success in Internet retailing requires a complex interaction between various organisational, environmental, technical and market-related factors.

Appendix 10:

Factors affecting the adoption of new technologies in SBEs

<i>N</i>	<i>Author(s)</i>	<i>Research</i>	<i>Adoption Factors</i>
1	Al-Qirim (2007)	<i>E-Commerce</i> Adoption in Small Businesses: Cases from New Zealand	<p><u>Technological factors:</u></p> <ul style="list-style-type: none"> • Relative advantage • Cost • Complexity • Compatibility • image <p><u>Organisational factors:</u></p> <ul style="list-style-type: none"> • Size • Quality • Information intensity of products • Specialisation • Top management support <p><u>Individual factors:</u></p> <ul style="list-style-type: none"> • CEO's innovativeness • CEO's prior IS\EC knowledge <p><u>Environmental factors:</u></p> <ul style="list-style-type: none"> • Competition • External pressure • External support
2	Al-Qirim (2006)	Personas of <i>E-Commerce</i> Adoption in Small Businesses in New Zealand	<p><u>Innovation characteristics:</u></p> <ul style="list-style-type: none"> • Relative advantage • Cost • Compatibility <p><u>The Environment:</u></p> <ul style="list-style-type: none"> • Competition • External pressure • External support <p><u>Organisational characteristics:</u></p> <ul style="list-style-type: none"> • Information intensity.

			<p><u>Individual characteristics:</u></p> <ul style="list-style-type: none"> • CEO's innovativeness • CEO's EC involvement
3	Damaskopoulos and Evgeniou (2003)	Adoption of <i>New Economy Practices</i> by SME's in Eastern Europe	<ul style="list-style-type: none"> - The SME managerial perceptions - The technological readiness of SME firms - The availability of skills for e-business adoption in SME's.
4	Lawson, Alcock, Cooper and Burgess (2003)	Factors affecting adoption of <i>electronic commerce</i> technologies by SME's: an Australian study	<p><u>Barriers of EC adoption:</u></p> <ul style="list-style-type: none"> - Concerns about security and privacy of the transaction. - Cost - Lack of government incentives. - Lack of IT expertise of staff.
5	Dembla, Palvia and Krishnan (2007)	Understanding the adoption of <i>web</i> -enabled transaction processing by small businesses	<ul style="list-style-type: none"> - <i>Perceived usefulness</i> - <i>IS maturity of a company,</i> - <i>Organisational Factors :-</i> <ul style="list-style-type: none"> - Centralisation - Formalisation - The IS budget.
6	Grandon and Pearson (2004)	<i>Electronic commerce</i> adoption: an empirical study of small and medium US businesses	<ul style="list-style-type: none"> - <i>Operational support,</i> - <i>Managerial productivity, and</i> - <i>Strategic decision</i>
7	Grandon and Pearson (2003)	Strategic value and adoption of <i>electronic commerce:</i> An empirical study of Chilean small and medium businesses	<ul style="list-style-type: none"> - <i>The strategic value of E-commerce</i> - <i>Organisational readiness</i> - <i>External pressure</i> - <i>Perceived ease of use</i> - <i>perceived usefulness</i>
8	Kaynak, Tatoglu and Kula (2005)	An analysis of the factors affecting the adoption of <i>electronic commerce</i> by SME's: Evidence from an emerging market	<ul style="list-style-type: none"> - <i>Perceived benefits</i> - <i>Limitations of the internet</i>
9	Kula and Tatoglu (2003)	An exploratory study of <i>Internet</i> adoption by SME's in an emerging market economy	<ul style="list-style-type: none"> - <i>Amount of resources allocated for export development.</i> - <i>International experience of the SME.</i> - <i>Relative strength of the SME in the sector.</i> - <i>Technology-intensiveness of the sector.</i> - <i>Managerial expectations.</i>
10	Lal (2005)	Determinants of the adoption of <i>e-business</i>	<ul style="list-style-type: none"> - <i>International orientation</i>

		technologies	- <i>Entrepreneurial characteristics</i> , - <i>Historical data of firms</i> , and - <i>other firms-specific factors</i> (such as <i>size</i> of operation and export intensity)
11	Lefebvre, Lefebvre, Elia and Boeck (2005)	Exploring B-to-B <i>e-commerce</i> adoption trajectories in manufacturing SME's	- <i>The power of stakeholders</i>
12	Lertwongsatien and Wongpinunwatana (2003)	<i>E-commerce</i> adoption in Thailand: An empirical study of Small and Medium Enterprises (SME's)	- <i>Organisational factors:-</i> <ul style="list-style-type: none"> • Organisational size • Top Management Support for E-commerce • Existence of IT Department - <i>Technology factors:-</i> <ul style="list-style-type: none"> • Perceived Benefits • Perceived Compatibility - <i>Environmental factors:-</i> <ul style="list-style-type: none"> • Industry Competitiveness
13	MacGregor and Vrazalic (2005a)	A basic model of <i>electronic commerce</i> adoption barriers: A study of regional small businesses in Sweden and Australia	- E-Commerce is too difficult. - E-Commerce is unsuitable.
14	MacGregor and Vrazalic (2006)	<i>E-Commerce</i> Adoption Barriers in Small Businesses and the Differential Effects of Gender	- E-Commerce is too difficult to implement - E-Commerce is unsuitable to the business
15	Matlay and Addis (2003)	Adoption of ICT and <i>e-commerce</i> in small businesses: an HEI-based consultancy perspective	- Higher education institution (HEI)-based consultancy
16	Scupola (2003)	The adoption of <i>Internet commerce</i> by SME's in the south of Italy: An environmental, technological and organisational perspective	- <i>Technology characteristics</i> (e.g. benefits and barriers), - <i>Organisational characteristics</i> (e.g. slack resources) - <i>Environmental factors:</i> <ul style="list-style-type: none"> • Government intervention, • Public administration • External pressure from competitors • Suppliers and buyers.
17	Seyal and Abd Rahman (2003)	A preliminary investigation of <i>e-commerce</i> adoption in small & medium enterprises in Brunei	- Compatibility with others. - Trial-ability. - Observe-ability. - Management support.

			- Top managers' attitudes.
18	Simmons, Durkin, McGowan and Armstrong (2007)	Determinants of <i>internet</i> adoption by SME agri-food companies	- Marketing ability. - Industry norms.
19	Simpson and Docherty (2004)	<i>E-commerce</i> adoption support and advice for UK SME's	- Financial benefits and cost. - Government support.
20	Stockdale and Standing (2006)	A classification model to support SME <i>e-commerce</i> adoption initiatives	- Relative advantage. - Compatibility. - Complexity. - Trial ability. - Observability.
21	Tan, Tyler and Manica (2007)	Business-to-business adoption of <i>e-Commerce</i> in China	<i>Inhibiting factors in Business-to-business adoption:-</i> - Restricted access to computers - Lack of internal trust - lack of enterprise-wide information sharing - Intolerance towards failure - Incapability of dealing with rapid change.
22	Tsao, Lin, and Lin (2004)	An Investigation of Critical Success Factors in the Adoption of B2B <i>E-C</i> by Taiwanese Companies	- <i>Integrating Internet with marketing strategy</i> - <i>Top management support</i> - <i>Organisational readiness</i> - <i>IS/IT investment evaluation and benefits realisation</i> - <i>Staff resistance</i> - <i>Governmental support</i>
23	Warren (2004)	Farmers online: drivers and impediments in adoption of <i>Internet</i> in UK agricultural businesses	- Farm family members. - Technological factors (telecommunications and technological infrastructure). - Human capital - Business change.
24	Yu (2006)	Influences on Taiwanese SME <i>E-Marketplace</i> Adoption Decisions	- Pushes from outside the company. - Pulls from inside the company. - Degree of CEO e-savviness.
25	Fillis, et al (2004)	Factors impacting on <i>e-business</i> adoption and development in the smaller firm	- Macro dimensions. - Industry sector and firm-level factors. - Owner/manager motivations. - Owner/manager attitudes towards e-business adoption.

26	Looi (2004)	A Model of Factors Influencing <i>Electronic Commerce</i> Adoption among SME's in Brunei Darussalam	<ul style="list-style-type: none"> - <i>Organisational factors</i> - <i>Innovational factors</i> - <i>Environmental factors</i> <p>Relative advantage. Security. Government support. Competitive pressure. IT knowledge. Perceived benefits. Perceived usefulness. Knowledge and skills. National infrastructure. Return on investment.</p>
27	Okazaki, S. (2005)	<i>Mobile advertising</i> adoption by multinationals: Senior executives' initial responses	<ul style="list-style-type: none"> - <i>Branding strategy.</i> - <i>Facilitating conditions.</i> - <i>Security.</i> - <i>Costs.</i>
28	Doolin, McLeod, McQueen and Watton (2003a)	<i>Internet</i> strategies for establishing retailers: Four New Zealand case studies	<p><u>Internal factors:-</u> Logistical infrastructure, in-house technical expertise, parent company involvement, opportunity to leverage brand, acquiring web retailing operation, product characteristics.</p> <p><u>External factors:-</u> Overseas trends and firms, availability of third party providers, customer perception or demand.</p>
29	Doolin, McQueen and Watton (2003b)	<i>Internet</i> strategies for establishing retailers: Five New Zealand case studies	<ul style="list-style-type: none"> - Overseas trends and firms - In-house technical expertise or technological scanning - Parent company directive or support - Approach by third-party provider - Leveraging existing brand - Acquiring Web-based operation - Product characteristics - Customer perception or demand

Appendix 11:

Summary of the studies investigating adoption of new technologies in SBEs

<i>N</i>	<i>Author(s)</i>	<i>Year</i>	<i>Research Area</i>	<i>Market Studied</i>	<i>Empirical/Not Empirical</i>	<i>Sample Unit</i>
1	Al-Qirim	2007	Electronic Commerce Adoption	New Zealand	Empirical	Small New Zealand businesses.
2	Al-Qirim	2006	Electronic Commerce	New Zealand	Empirical	SME's managers
3	Damaskopoulos and Evgeniou	2003	Electronic Commerce	Eastern Europe and Cyprus	Empirical	SME managers
4	Lawson, Alcock, Cooper and Burgess	2003	Electronic Commerce	Australia	Empirical	SME's
5	Dembla, Palvia and Krishnan	2007	Web-enabled transaction	USA	Empirical	Senior managers in SBEs
6	Grandon and Pearson	2004	Electronic Commerce	USA	Empirical	Top managers/owners of SME's
7	Grandon and Pearson	2003	Electronic Commerce	Chile	Empirical	Top managers/owners of small and medium size companies
8	Kaynak, Tatoglu and Kula	2005	Electronic Commerce	Turkey	Empirical	Manufacturing SME's
9	Kula and Tatoglu	2003	Internet adoption	Turkey	Empirical	Manufacturing SME's
10	Lal	2005	E-business	India	Empirical	Business firms in the National Capital Region
11	Lefebvre, Lefebvre, Elia and Boeck	2005	Electronic Commerce	Canada	Empirical	SME's
12	Lertwongsatien and Wongpinunwatana	2003	Electronic Commerce	Thailand	Empirical	SME's
13	MacGregor and Vrazalic	2005	Electronic Commerce	Sweden and Australia	Empirical	SBEs
14	MacGregor and Vrazalic	2006	Electronic Commerce	Sweden	Empirical	SBEs
15	Matlay and Addis	2003	Electronic Commerce	UK	Empirical	HEI-based consultancy SBEs
16	Scupola	2003	Electronic Commerce	Italy	Empirical	SME's
17	Seyal and Abd Rahman	2003	Electronic Commerce	Brunei	Empirical	SME's

18	Simmons, Durkin, McGowan and Armstrong	2007	Internet adoption	UK (North Ireland)	Empirical	SME's agri-food companies
19	Simpson and Docherty	2004	Electronic Commerce	UK	Empirical	SME's
20	Stockdale and Standing	2006	Electronic Commerce	Australia	Empirical	SME's
21	Tan, Tyler and Manica	2007	Electronic Commerce	China	Empirical	B2B companies
22	Tsao, Lin, and Lin	2004	Adoption of B2B	Taiwan	Empirical	Business firms
23	Warren	2004	Internet adoption	UK	Empirical	Agricultural businesses
24	Yu	2006	E-Marketplace	Taiwan	Empirical	SME's
25	Fillis, et al	2004	E-business	-	Not Empirical	-
26	Looi, H.	2004	Electronic Commerce	Brunei Darussalam	Empirical	SME's
27	Okazaki, S.	2005	Mobile advertising	Japan, USA and Europe	Empirical	Business firms
28	Doolin, McLeod, McQueen and Watton	2003a	Internet strategies	New Zealand	Empirical	Retailers
29	Doolin, McQueen and Watton	2003b	Internet strategies	New Zealand	Empirical	Retailers

Appendix 12:-

Classification of the literature according to the methodology employed

<i>Methodology</i>	<i>Literature (Bibliography)</i>
<i>Quantitative</i>	Beck, Wigand and König (2005), Beheshti (2004), Bharadwaj and Soni (2007), Cegarra-Navarro and Martínez-Conesa (2007), Chou, Hsu, Yeh, and Ho (2005), Claycomb, Iyer and Germain (2005), Coviello, Winklhofer and Hamilton (2006), Damaskopoulos and Evgeniou (2003), Daniel (2003), De Klerk and Kroon (2007), De Strel (2003), Dembla, Palvia and Krishnan (2007), Dilworth and Kochhar (2007), Dixon, Marston, Thompson and Elder (2003), Drew (2003), Elia, Lefebvre and Lefebvre (2006), Elliott and Boshoff (2005), Ghosh, S., & Surjadjaja, JH., and Antony, I. (2004), Grandon and Pearson (2004), Grandon and Pearson (2003), Gunasekaran and Ngai (2005), Karagozoglu and Lindell (2004), Kaynak, Tatoglu and Kula (2005), Kula and Tatoglu (2003), Lal (2005), Lawson-Body and P O'Keefe (2006), Lertwongsatien and Wongpinunwatana (2003), Lesjak and Vehovar (2005), Leverin and Liljander (2006), Lin (2008), MacGregor and Vrazalic (2005), MacGregor and Vrazalic (2005), MacGregor and Vrazalic (2006), Maguire, Koh and Magrys (2007), Martin (2004), Martin and Halstead (2003), McCole and Ramsey (2005), Mustaffa and Beaumont (2004), Pollard (2003), Rahman (2004), Samaniego, Arranz and Cabezudo (2006), Santarelli and D'Altri (2003), Saulles (2007), Schubert and Leimstoll (2004), Seyal and Abd Rahman (2003), Simmons, Durkin, McGowan and Armstrong (2007), Tan, Tyler and Manica (2007), Truong and Jitpaiboon (2008), Tsao, Lin, and Lin (2004), Warren (2004), Wattanasupachoke and Tanlamai (2005), Wresch (2003), Yu (2006), Hinson and Sorensen (2006), Ramsey and McCole (2005), McCole and Ramsey (2004), Chaston and Mangles (2003), Lymperopoulos, C. and Chaniotakis, I. (2005), Wong, Y., Chan, R. & Leung, T. (2005), Okazaki, S. (2005), Kim, E. & Kim, Y. (2004), Katz, And Aspden (1997), Gordon and De Lima-Turner (1997), White (1997), Soh et. al. (1997), Bennett (1997), Falk, Talarzyk and Widing (1994), King and Oppenheim (1994).
<i>Qualitative</i>	Al-Qirim (2007), Al-Qirim (2006), Al-Qirim (2003), Barnes, Hinton, and Mieczkowska (2004), Bensebaa (2004), Boisvert and Caron (2006), Boudreau and Watson (2006), Büyüközkan (2004), Caputo, Cucchiella, Fratocchi, Pelagagge and Scacchia (2004), Caskey and Subirana (2007), Chen, Haney, Pandzik, Spigarelli and Jesseman (2003), Chou, Yen and Chou (2005), Cullen and Webster (2007), Currie (2004), Daniel and Wilson (2004), Daniel, Hoxmeier, White and Smart (2004), Durkan, Durkin and Gillen (2003), Egan, Clancy and O'Toole (2003), Fillis, Johansson and Wagner (2004), Fry, Tyrrell, Pugh and Wyld (2004), Gengatharen and Standing (2005), Gilmore, Gallagher and Henry (2007), Hill and Scott (2004), Hinson, Atuguba, Ofori and Fobih (2007), Holt, Henchion, Reynolds, Baviera, Calabrese, Contini, Cowan, Dowgielwicz, Luscher, Maraglino, Prugger and Tononi (2007), Johnson and Johnson (2005), Daniel, E., & Wilson, H., and McDonald, M. (2003), Lancaster, Yen, and Ku (2006), Levy and Powell (2005), Matlay and Addis (2003), Molla, A., & Heeks, R. and Balcells, I (2006), Murphy and D. Kielgast (2008), Mutula and van Brakel (2006), Opoku (2006), Pavic, Koh, Simpson and Padmore (2007), Ramsey, bbotson, Bell, and Gray (2004), Rao, Metts and Monge (2003), Rao, Metts and Monge (2003), Schlenker and Crocker (2003), Schmidt and Pioch (2003), Scupola (2003), Shiels, McIvor and O'Reilly (2003), Simpson and Docherty (2004), Sinisalo, Salo, Karjaluo and Leppäniemi (2007), Stockdale and Standing (2006), Tapp and Hughes (2004), Taran (2006), Thomas, Packham, Miller and Brooksbank (2004), Tucker and Lafferty (2004), Vidgen, Francis, Powell and Woerndl (2004), Wagner, Fillis, and Johansson (2003), White and Daniel (2004), Zhang and Fjermestad (2008), Zheng, Caldwell, Harland, Powell, Woerndl and Xu (2004), Zutshi and Sohal (2003), Ng (2005), Mendo and Fitzgerald (2005), Looi, H. (2004), Siddiqui et al (2003), Martin and Matlay (2003), Taylor, M. & England, D. (2006), Lagrosen, S. (2005), Ryan, G. & Valverde, M. (2005), Darby, R., Jones, J. & Al Madani, G. (2003), Poon and Swatman (1997b), Kuhlen (1997), Klein and Quelch (1997), Morganosky (1997), Poynder (1996), Poon and Swatman (1997a), Murphy et. al. (1996).
<i>Triangulation</i>	Brock and Zhou (2005), Canavan, Henchion and O'Reilly (2007), Eikebrokk and Olsen (2007), Harrison and Waite (2005), Ibbotson and Moran

	(2003), Jennex, Amoroso and Adalakun (2004), Koh and Maguire (2004), Lawson, Alcock, Cooper and Burgess (2003), Lefebvre, Lefebvre, Elia and Boeck (2005), Moodley (2003), Ramsey, Ibbotson, Bell and Gray (2003), Zafiroopoulos, Vrana, and Paschaloudis (2006), Bui, et al (2006), Collins, et al (2003), Eid, R., Trueman, M., and Ahmed, A. (2006), Eid, R. (2005), Eid, R. and Trueman, M. (2004).
<i>Conceptual and theoretical studies</i>	Robins (2003), Bland (2007), Bruce (2006), Darrow (2003), Davidrajuh (2003), Downie (2003), Fillis, Johansson and Wagner (2003), Grimes (2008), Huang, Zhao and Chen (2007), Jones (2004), Kandampully (2003), Kotler and Pfoertsch (2007), Krishnamurthy and Singh (2005), Lee, Cheung, Lau and Choy (2003), Lawson and Burgess (2003), Matlay (2004), Matlay (2004), McLuhan (2009), Meadows-Klue (2003), O'Toole (2003), Putterill (2004), Rickards (2007), Rohm, Kashyap, Brashear and Milne (2004), Salcedo, Henry, and Rubio (2003), Sands (2003), Servais, Madsen and Rasmussen (2006), Simpson (2004), Sinisalo, Salo, Karjaluoto and Leppäniemi (2007), Stockdale and Standing (2004), Stone (2003), Taylor and Murphy (2004), Tsai (2007), Zeng and Pathak (2003), De Kervenoael et al (2006), Oliva (2004), Fillis, et al (2004), Sheth and Sharma (2005), Krishnamurthy and Singh (2005), Harridge-March, S. (2004), Smith, A. (2004a), Smith, A. (2004b), Rowley, J. (2004), Pattinson and Brown (1996), Gluck(1994), Rust and Oliver (1994), Paul (1996), Heinen (1996), Hamill (1997), Sandelands (1997), Aldridge, Forcht, and Pierson (1997), Ainscough (1996), Rowley (1996), Forcht (1996), Granger. and Schroeder (1994), Harris (1996), Jeapes (1997), Forcht and Fore (1995), Collinge (1995), Segal (1995), Seng (1996), Leiby and Konkol (1996), Small (1997), Liddy (1996), Buck (1996), May (1996), DeTienne and Thompson (1996), Fojt (1996), Bloch (1996), Jemmeson, P (1997), Reynolds (1997), Aldridge, White and Forcht (1997), Angelides (1997), Schoenbachler, et al (1997), White (1996), Herbig, P. and Hale, B (1997), Brännback, M (1997), Peattie (1997), Grönroos (1997), Hyams (1995), Crane (1997), Wodehouse (1997), Murray and Sargent (1997), Hugh and Linden (1996), Elfrink, Bachmann, and Robideaux (1997), Heinen (1996), Lynch (1997), Wyckoff (1997), Sussmann and Baker (1996), O'Connor and O'Keefe (1997), Wood (1997), Wang (1997), Poon and Swatman (1996).

Appendix 13:
Egypt – background information



Figure 1: Map of Egypt
Source: Lonelyplanet (2009)

Table 1: The Ten Largest Gas Exporters in the World 2005 (In billions of cubic meters)

<i>Number</i>	<i>Country</i>	<i>Amount</i>
1	Russia	186
2	Canada	102
3	Norway	71
4	Algeria	64
5	Turkmenistan	43
6	Indonesia	41
7	Malaysia	25
8	Trinidad and Tobago	25
9	Netherlands	23
10	Egypt	21

Source: Chandra (2006)

Table 2: Egyptian economy performance according to IMF

<i>N</i>	<i>Subject Descriptor</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>
1	Gross domestic product, constant prices (LE)	486.5	521.309	539.869	556.044	583.768
2	Gross domestic product, current prices (LE)	744.8	896.5	1,039.97	1,167.04	1,316.82
3	Gross domestic product, deflator	153.094	171.971	192.633	209.883	225.572
4	Gross domestic product per capita, constant prices (LE)	6,612.43	6,946.62	7,052.88	7,121.76	7,330.24
5	Gross domestic product per capita, current prices (LE)	10,123.20	11,946.16	13,586.18	14,947.32	16,534.95
6	Gross domestic product per capita, current prices (USD)	1,771.64	2,160.89	2,456.81	2,610.89	2,860.27

7	Population	73.574	75.045	76.546	78.077	79.638
8	Current account balance (USD)	1.862	0.888	-5.693	-8.377	-9.001
9	Current account balance (Percent of GDP)	1.428	0.548	-3.027	-4.11	-3.951

Source: IMF (2009b)

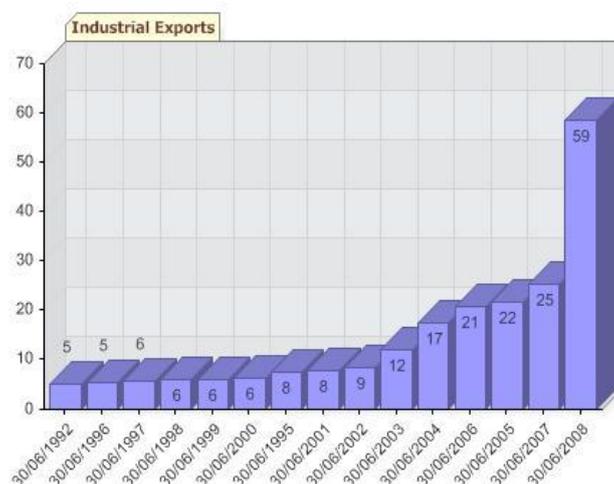


Figure 2: Egyptian industrial exports

Source: CAPMAS (2009)



Figure 3: Egyptian trade balance

Source: CAPMAS (2009)

Table 3: Key Egyptian economy indicators

<i>Real Economy</i>	<i>2000 - 2001</i>	<i>2001 - 2002</i>	<i>2002 - 2003</i>	<i>2003 - 2004</i>	<i>2004 - 2005</i>
GDP at Market Price (LE Billions)	359	379	418	485	536
Real GDP at Market Price	320	379	391	407	427
Real GDP Growth Rate (%)	3.4	3.2	3	4.1	5.1
Private Sector Share in GDP (%)	70.7	65.4	64.9	62.2	62.3
Real GDP Growth Rate% (Per Capita)	1.4	1.1	1.2	2.1	2.9
Average Annual Inflation Rate (%)	2.4	2.4	7.1	9.5	--
End of Period Annual Inflation	2.2	2.7	4	13.5	--

Rate (%)					
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Source: Egyptian ministry of investment (EMI, 2009)

Table 4: Egyptian Balance of Payments (Million USD)

<i>Current Account</i>	<i>2000 - 2001</i>	<i>2001 - 2002</i>	<i>2002 - 2003</i>	<i>2003 - 2004</i>	<i>2004 - 2005</i>
Trade Balance	-9363	-7517	-6615	-7834	-10376
Exports Proceeds	7078	7121	8205	10453	13816
Petroleum	2632	2381	3161	3910	5276
Non Oil Exports	4446	4740	5045	6542	8539
Imports Payments	-16441	-14637	-14820	-18286	-24192
Services (net)	5588	3878	4949	7318	-20217
Balance of Goods & Services	-3776	-3638	-1666	-516	-2534
Transfers	3742	4252	3609	3934	5427
Official (net)	769	1144	664	888	1056
Private (net) of which	2973	3109	2946	3046	4371
Balance of Current Account	-33	614	1943	3418	2893
Capital Account	-542	-964	-2734	-5016	3367
Overall Balance	-871	-456	-546	-158	4477

Source: Egyptian ministry of investment (EMI, 2009)

Table 5: Egyptian monetary Indicators

<i>Item</i>	<i>2000 - 2001</i>	<i>2001 - 2002</i>	<i>2002 - 2003</i>	<i>2003 - 2004</i>	<i>2004 - 2005</i>
Total Liquidity million LE	284873	328728	384262	434911	493879
	(11.6)	(15.4)	(16.9)	(13.2)	(13.6)
Money Supply million LE	53448	59805	67212	77606	89680
	(1.5)	(2.2)	(2.3)	(2.7)	(2.8)
Money Reserves million LE	70010	73772	89236	118504	177817
	(1.7)	(1.3)	(4.7)	(7.6)	(13.6)
Dollarisation	(21.3)	(23.2)	(27.3)	(28.4)	(24.5)
Velocity of money	(1.33)	(1.23)	(1.17)	(1.18)	(1.15)

Numbers between brackets are % Monetary Reserve

Source: Egyptian ministry of investment (EMI, 2009)

Table 6: Egyptian Public Finance Indicators

<i>Item</i>	<i>2000 - 2001</i>	<i>2001 - 2002</i>	<i>2002 - 2003</i>	<i>2003 - 2004</i>	<i>2004 - 2005</i>
Total Revenues million LE	76139	78968	86484	99665	103738
	(21.2)	(20.9)	(20.7)	(20.5)	(19.3)
Total Expenditure million LE	96121	101153	111913	128324	151569
	(26.8)	(26.7)	(26.8)	(26.5)	(28.3)
Total deficit million LE	-19982	-22185	-25429	-28659	-47831
	(-5.6)	(-5.9)	(-6.1)	(-5.9)	(-8.9)

Source: Egyptian ministry of investment (EMI, 2009)

Appendix 14:

Egyptian International Trade Points contact details

<i>N</i>	<i>International Trade Point</i>	<i>International Trade Points contact details</i>
1	<i>Egyptian Trade Point (Head Office)</i>	<i>Address:</i> Cairo, Nasr City, Ministry of Finance Towers, Tour beside railway Club , Tower No. 6, 1st Floor <i>Tel:</i> (202) 3420941/2/3 <i>e-mail:</i> moeitcnt@idsc.net.eg <i>Web:</i> www.tpegypt.gov.eg
2	<i>Alexandria International Trade Point</i>	<i>Address:</i> 25 Horia Road - Alexandria - Egypt <i>Tel:</i> (203) 4957589-4957590- 4957591 <i>e-mail:</i> alexitp@idsc.net.eg <i>Web:</i> http://www.alextp.gov.eg
3	<i>Kafr El Shiekh International Trade Point</i>	<i>Address:</i> 32 Al Gomhoria St. in front of National Party Building, Kafr El Shiekh <i>Tel:</i> (2047) 3238425/6 <i>e-mail:</i> Kafr1tp@idsc.net.eg <i>Web:</i> www.kafrtp.gov.eg
4	<i>10th of Ramadan International Trade Point</i>	<i>Address:</i> Investor Association Building Bank Sector-in the Front of Kafrawai Park ,10th of Ramadan, Egypt <i>Tel:</i> (2015) 374413 <i>e-mail:</i> tenthtp@idsc.net.eg <i>Web:</i> http://www.tortp.gov.eg
5	<i>Mansoura International Trade Point</i>	<i>Address:</i> Abd El-Salam Aref Street, Commerce chamber building, El-Mansoura. <i>Tel:</i> (2050) 2306711 <i>e-mail:</i> mansouratp@idsc.net.eg <i>Web:</i> www.mansouratp.gov.eg
6	<i>Businessmen International Trade Point</i>	<i>Address:</i> Located inside The General Organization for Int'l Exhibitions and Fairs by gates four and five Salah Salem st.,Nasr City, Cairo, Egypt <i>Tel:</i> (202)2607849 <i>e-mail:</i> bmen@idsc.net.eg <i>Web:</i> www.bmentp.gov.eg
7	<i>Ismailia International Trade Point</i>	<i>Address:</i> Mohamed Ali St., - Governate Building - Second Floor , Ismailia, Egypt <i>Tel:</i> (2064)3913255/3920440 <i>e-mail:</i> ismliatp@idsc.net.eg <i>Web:</i> www.ismliatp.gov.eg/
8	<i>Fayoum International Trade Point</i>	<i>Address:</i> Industry Zone, Koum Oushem , El-Fayoum <i>Tel:</i> (2084) 6210124/25 <i>e-mail:</i> fayoumtp@idsc.net.eg <i>Web:</i> www.fayoumtp.gov.eg
9	<i>BeniSuef International Trade Point</i>	<i>Address:</i> Villa 40, 4th st, beni Suef El Gidida , Beni Suef , Egypt <i>Tel:</i> (2082)2353946/49/52 <i>e-mail:</i> benisueftp@idsc.net.eg <i>Web:</i> www.benisueftp.gov.eg
10	<i>Assiut International Trade Point</i>	<i>Address:</i> 68 at 26 July St. Assiut, Egypt <i>Tel:</i> (2088)2356591/93 <i>e-mail:</i> assiuttp@idsc.net.eg <i>Web:</i> www.assiuttp.gov.eg
11	<i>Badr International Trade Point</i>	<i>Address:</i> Mostafa Kamel rd. Ind. Zone A1,37 bld, Badr City, Egypt <i>Tel:</i> (202) 8640693/6 <i>e-mail:</i> badrtp@idsc.net.eg <i>Web:</i> www.badrtp.gov.eg

12	<i>Tanta International Trade Point</i>	Address: 75 El-Guish St. Infront University Hospital, 5th floor, Tanta, Egypt Tel: (2040)3307952 e-mail: tantatp@idsc.net.eg Web: www.tantatp.gov.eg
13	<i>Sixth of October City International Trade Point</i>	Address: Sixth of October City, Sixth area, near the electronic central, Egypt Tel: (202) 8334302/07/61 e-mail: 6octltp@idsc.net.eg Web: www.eitp.gov.eg
14	<i>Port Said International Trade Point</i>	Address: Chamber Of Commerce, In Front of the Governate, Port-Said, Egypt Tel: (2066)3325527 e-mail: portsaid@idsc.net.eg Web: www.portsaidtp.gov.eg

Source: Prepared by the research depending on the different databases of the Egyptian International Trade Points

