

INTRODUCTION

The Internet has changed the way we conduct business and the way we see the world and ourselves in it. It has rewritten the rules for business and transformed many industries, e.g., book, travel, music, accommodation, internet phone, real estate, among many others. It has also brought profound changes to individuals, organizations, and society. In line with the rapid development of internet technologies and the increase in competition and other business pressures, E-business, which includes buying and selling of goods and services, servicing customers, collaborating with business partners, conducting transactions within an organization on the net, is getting more and more popular and expanding dramatically. This book titled “E-business in the 21st century: Realities, Challenges, and Outlook” aims to offer comprehensive analysis of concepts, models and infrastructures of e-business. It also intends to present unique observations of current e-business practices for different organizations in different economies; and provides insights on the future of current leading businesses on the net and the trends of e-business. This book will serve as an effective and indispensable reference book for professionals who are interested in or dealing with e-business and businesses that are embarking on e-business.

The book consists of 15 peer-reviewed chapters and is divided into three sections. The first section includes two chapters with regards to an overview of current status and current practices of e-business. In chapter 1 Jun Xu and Mohammed Quaddus discuss foundation of e-business and e-business technologies and in chapter 2 they present some different types of e-businesses.

Eleven research projects on electronic business are presented in the second section of the book. They cover areas such as online auction, online advertising, e-learning, e-ticketing, e-tailing, evaluation of e-business, web 2.0 platforms, mobile business, and e-business in small & medium enterprises, and report results from various countries in different

continents (i.e., Algeria, Australia, China, Indonesia, Saudi Arabia, Tunisia). In chapter 3 Mohammed Quaddus and Jun Xu present findings of an empirical study surveying 240 participants in China that explores attitudinal, social and behavior factors explaining the Chinese consumers' intention to use online auction. In chapter 4 Jan Hailigtag, Jun Xu and Mohammed Quaddus identify factors influencing online advertising among small and medium enterprise by referring to results of a national survey among 1,000 Australian small and medium enterprises. In chapter 5 Imed Ben Dhaou and Foudil Abdessemed report three case studies of e-learning in three countries of Algeria, Saudi Arabia and Tunisia. In chapter 6 Anis Allagui and Mohamed Slim Ben Mimoun discuss factors influencing adoption of electronic ticketing among Tunisian consumers by analyzing 160 surveyed responses. Weibing Xuan, Jun Xu and Mohammed Quaddus, in chapter 7, provide us a case study of e-tailing in one of the largest retail group in China. In chapter 8 Chad Lin and Yu-an Huang develop a framework of challenges and critical success factors in business to business e-commerce evaluation. In chapter 9 Tobias Kollmann, Christoph Stöckmann and Carsten Schröer discuss the problem of oscillating degrees of utilization associated with the diffusion of web 2.0 platforms. Xiangzhu Gao, in chapter 10, describes some applications of wireless technologies in mobile business. In chapter 11 Sabah Addullah Al-Somali, Roya Gholami and Ben Clegg review relevant literature on theories and factors affecting electronic commerce/business adoption in small and medium enterprises. In chapter 12 Vera Pujani, Jun Xu and Mohammed Quaddus report results of a research studying website site success in 550 small and medium enterprises in Indonesia. In chapter 13 Jahjah Hallah, Jun Xu and Mohammed Quaddus discuss factors influencing adoption of electronic commerce among small enterprises by analyzing the data collected via surveying 1085 Australian small enterprises across the nation.

The future of e-business and e-business opportunities are discussed in third section of the book. There are two chapters in this section. Both chapters are authored by Jun Xu and Mohammed Quaddus. In chapter 14 they discuss the future of e-business, e-business success factors, and e-business opportunities arising from emerging business trends, and in

chapter 15 they present a model of e-business adoption, success and sustainable success. The future of some current leading e-business organizations is also analyzed by partially applying the model in this chapter.

A great number of colleagues and researchers deserve our thanks in connection with this project. We would like to thank Professor Jie Lu, University of Technology Sydney, Australia and Professor Da Ruan, Belgian Nuclear Research Center & Ghent University, Belgium for their support and for the opportunity of working on the book; Associate Professor Shankar Sankaran, University of Technology Sydney, Australia and Dr Chad Lin, Curtin University of Technology, Australia for their kind assistance in reviewing our book proposal; Mr Mahmud Hassan and a number of researchers for their kind assistance in reviewing the book chapters. Finally we would like to thank Mr Steven Patt, Editor at World Scientific, for overseeing the publishing processes and for giving us such a wonderful publishing experience.

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April 2009