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Nota di contenuto	Introduction / Colin Gray and Salvatore Zappala -- Stage models of ICT adoption in small firms / Colin Gray -- Social influence and diffusion of innovations in education / Carlo Tomasetto and Felice Carugati -- Climate for innovation, attitudes to Internet and ICT adoption in small firms / Salvatore Zappala and Guido Sarchielli -- Changing leadership cultures in e-commerce service industry / Mikko J. Ruohonen -- E-business and small firms in London / Jane Tebbutt -- The value of Internet forums to small rural businesses / Robert Mochrie, Laura Galloway and David Deakins -- E-business and the work organization in craft enterprises / Sabine Wendt, Tatjana Grek and Lothar Lissner -- Internet marketing and the Portuguese marketplace / Rute Xavier and Francisco Costa Pereira -- E-marketing adoption in organizations / Abdel Monim Shaltoni -- World wide markets and the World Wide Web : problems and possibilities for small businesses / Heather Fulford -- Website usability : cognitive versus activity theory approaches / Elvis Mazzoni -- Consumption on the Internet / Laura Sartori -- Affective

states, purchase intention and perceived risk in online shopping /
Elfriede Penz and Erich M. Kirchler -- Risk perception in online
shopping / Marco G. Mariani and Salvatore Zappala -- The fun side of
the Internet / Daniele Scarpi -- Risk perception as a motivational
barrier for online purchasing / Annamaria S. de Rosa, Elena Bocci and
Sara Saurini -- Conclusions : common themes and future perspectives
/ Salvatore Zappala and Colin Gray.

Sommario/riassunto

This publication deals with the impact of Information and
Communications Technologies (ICT) on small businesses and
consumers. Its coverage includes the adoption of ICT by small firms;
the use of ICT applications to support marketing and sales
transactions; and the factors that influence consumers' online
purchasing decisions.
