

EDITORIAL PREFACE

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Welcome to the second issue of volume 10 in the International Journal of Electronic Government Research. This issue offers readers five papers that are focused on e-government adoption and implementation. In particular the research reported in this issue highlights the role that marketing can play in influencing citizens' engagement with e-government services and the different factors that can facilitate higher levels of user intention in e-government service adoption. It also discusses the impact of differences in culture on e-government services and its effect on the adoption of a service. The issue also discusses socio technical challenges of implementing mobile e-government services and as such covers research on adoption and implementation of e-government service from different contexts.

Of the five papers offered in this issue, one study focuses on the impact of implementing a security preserved web services in India valuating e-government efforts in Malaysia while one evaluates e-government service quality in Greece and one focuses on e-government web portals in the United States. These studies demonstrate how e-government services evaluation is a prominent research theme attracting the attention of researchers across the globe. As the studies presented in these papers posit, examining the impact of e-government and its associated benefits through evaluation is

therefore particularly relevant if the research community is to develop the needed understanding of the value of e-government services. Given the number of prior studies that have raised concerns about the limited adoption of e-government services, this research should offer further insights into advancing the understanding adoption and diffusion.

The first paper is by Antonis C. Simintiras, Yogesh K Dwivedi and Nripendra P. Rana and is entitled, *Can Marketing Strategies Enhance the Adoption of Electronic Government*. In this article the authors assess the role and likely impact of marketing on the adoption of e-government initiatives. Simintiras, Dwivedi and Rana argue that although the role of tactical marketing in increasing awareness and enhancing adoption has been recognised, strategies required for realising the benefits of marketing e-government services have not been forthcoming. Given the context of citizens' usage behaviour of e-government services and the potential contribution that marketing can play, the authors propose a set of marketing-based strategic approaches that can play an essential role in enhancing citizens' engagement with and adoption of e-government services. Based on citizens' differential levels of usage behaviour of e-government services and benefits sought from engaging in e-governance, the authors

classify citizens into six distinct segments and suggest generic strategic approaches.

The second paper is written by Ayankunle A., Alan G. Downe and Siew-Phaik Loke.

This paper is entitled *Behavioural Intention Towards Egovernment In Malaysia: A Structural Equation Modelling Approach*. In this paper investigates the behavioural intention of users towards eGovernment services in Malaysia. It examines an amplified unified theory of acceptance and use of technology (UTAUT) and empirically examined it by collecting two hundred and six (206) survey questionnaires. The data was analysed using structural equation modelling (SEM) and the results revealed that Performance Expectancy, Risk Taking Propensity, Attitude towards Computer and Web Trust dimensions are essential precursor of behavioural intention of Malaysians towards eGovernment. The study further suggests that policy-makers can increase eGovernment usage by creating applications that meets expected demands and needs of the people with provision of trust facilitating environment and security conditioned systems.

The third paper is entitled *Encouraging Society participation through conversations about public service processes*. In this paper the authors Bruna Diirr, Renata Araujo and Claudia Cappelli observes that conversations about public services encourage society participation in public issues and establish closer ties between society and government service providers. This paper further argued that by making society aware of how a service is provided – its process - citizens (clients) may develop a better attitude for interacting with government and other service users, by discussing problems, correcting previously-available information, increasing their knowledge about the processes. This paper presents a tool designed to support conversations about public service processes and the results obtained with a case study of its use. The results suggest that conversations have stimulated interaction among citizens and government services providers as well as

allowed identification of service improvement opportunities.

The fourth paper is entitled *A Cross-Cultural Comparison Of Electronic Government Adoption In Spain And The USA*. This paper is written by Ramón Rufin Moreno, France Bélanger, Cayetano Medina Molina, Lemuria Carter a and Juan Carlos Sánchez Figueroa. In this paper the authors have used a cross-cultural comparison to assess the fundamentals of e-government adoption in the United States (USA) and Spain. Based on the adoption literature and Hofstede's dimensions of culture, the study explores the effects of perceived ease of use, perceived usefulness, compatibility and trust on intentions to use e-government services. The study empirically validated the proposed framework by gathering surveys in both countries and the results indicate that there are differences in the relationship between compatibility and use intention, with stronger effects in the USA sample. Furthermore, while perceived ease of use significantly impacts intentions for the USA sample, it does not for the Spain sample; and, while trust is not significant in the USA sample, it is for the Spain sample.

The final paper presented in this issue of IJEGR is *Mobile ICTs in Government Field Operations: A Socio-technical Innovation Project*. This paper by Hans J. Scholl investigated the unfolding of an innovation project in field operations of City government, which introduced mobile information and communication technologies (ICTs) for field crews. The paper argues that the implementation of mobile technology had to overcome several serious socio-technical challenges, the lessons learned from which were instrumental for the project's ultimate success. The data were collected using a seven-layer framework and interpreted the rich data from multiple field cases from a structurationist perspective. The study found this approach, which is referred to as situated action analysis, particularly useful for elucidating the observed feedbacks between human action/interaction (human agency), the

shaping of the information technology (IT) artifact, and the organizational structure within their socio-technical context.

I hope readers will find the five diverse papers offered in this issue of IJEGR useful,

interesting and most importantly adding value to the field of e-government research.

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