The adoption of the Internet and its various associated related information and communication technologies such as; multi-camera 3D modeling, cloud computing, holographic stereogram, Internet-based videoconferencing that delivers high-quality video and audio to multiple parties in a low-cost PC-based solution, mobile network-based world and social networks promise and threaten to radically alter our lives and pose challenges to the organizations to cope up with new technologies. In today’s increasingly network-driven world, one of the biggest challenges that are facing organizations is integration of technology with enterprise applications to coordinate and manage the activities of customers, partners, employees, suppliers and internal systems. E-adoption has become order of the day. The *International Journal of e-Adoption* is dedicated to fostering research and improving knowledge in the adoption of the Internet and its various associated related information and communication technologies in organizations. This issue of the *International Journal of E-adoption (IJEA)* reports findings of some of the research studies that are conducted for e-adoption. The summaries of the studies included in this issue are given below.

**The Pros and Cons of Digital Divide and E-Readiness Assessments**

Mohammad Reza Hanafizadeh, Department of Industrial Islamic Azad University, Tehran, Iran
Payam Hanafizadeh, Allameh Tabataba’i University, Tehran, Iran
Abbas Saghaei, Islamic Azad University, Tehran, Iran

With the advent and evolution of information and communication technologies (ICTs) in general, the Internet, in particular, throughout the world, new terms such as “information society,” “digital divide,” and “e-readiness” were added to terminologies. This study examines various e-readiness and digital divide models for their strengths and weaknesses. The findings can help researchers and policy-makers to select the models that fit in with their objectives, identify the defects and flaws of previous models and correct them in their own models, and use the experiences of previous models to construct new ones.

**Exploring Antecedents of Behavior Intention to Use Internet Banking in Korea: Adoption Perspective**

Kun Chang Lee, Sungkyunkwan University, Korea
Namho Chung, Chungju National University, Korea

This study is aimed at analyzing adoption and usage behavior within the context of Internet banking services in South Korea. In a country where the penetration rate of the Internet is very high, it seems that the self-efficacy would play a crucial role in affecting the Internet banking adoption. To pursue this research question, this study adopts TAM and incorporates the self-efficacy
into TAM as one of antecedent variables such as risk, Internet experience, facilitating conditions. The proposed research model is tested empirically with 185 usable questionnaires and partial least square (PLS) method. Experimental results showed that the self-efficacy plays a prominent role in influencing the Internet banking usage compared to other factors.

Measuring the Acceptance of Internet Technology By Consumers
Donald L. Amoroso, Kennesaw State University, Georgia, United States
Scott Hunsinger, Appalachian State University, North Carolina, United States

This research reviews studies using the Technology Acceptance Model (TAM) in order to create a modified model and instrument to study the acceptance of Internet technology by consumers. In this paper, we examine the relationships between the TAM constructs to explain the variance in the acceptance of different information technologies. A sample of 192 respondents completed the instrument. The findings suggest that the modified TAM is a good predictor of consumer behavior in using the Internet. This research serves as a stepping stone on the road to understanding online consumer behavior and the propensity of users to accept and adopt Internet-based technologies. Future researchers can use the resultant instrument to test how consumers adopt and accept Internet-based applications.

Theorizing Intercultural Accommodation in Consumer E-Commerce
Rui Chen, Ball State University, USA

Consumer e-commerce extends the marketplace of traditional business and brings in business opportunities in online retailing and service. As a consequence of intensive competition among online vendors, the need to capture more customers has become crucial. The consumer group is under a huge change due to demographic shift and immigration laws. Population of minorities has dramatically increased suggesting a growing buying power of ethnic groups. In order to effectively attract ethnic consumers into consumer e-commerce Web sites, we propose the Web-based intercultural accommodation model. Drawing upon literature in linguistic, sociology, and Web information system success, this model offers a theoretical explanation of online ethnic consumers’ behavioral intention to use e-commerce Web site. The conceptual model recognizes the potential roles of ethnicity attributes of individual consumers as well as the use of ethnic pertaining Web site designs in accommodating ethnic consumers. The theoretical model is subject to empirical validation.