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Steps to Internet Adoption Success: a study of four small regional organisations

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Abstract

In response to concerns about the reluctance of Australian small business to embrace e-commerce, this study describes the steps taken by four small regional organisations to establish web sites and enter into e-commerce. As well as mapping the actual adoption steps to models of e-commerce adoption, recommendations are made to guide small business through initial web site development. This study suggests that when adopting internet technologies, small organisations needs to focus on sound business objectives, plan for an evolutionary approach, and recognise the value of adapting a traditional systems development life cycle approach to web site development.

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