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[Home](#) > [Vol 10, No 1 \(2002\)](#) > [Goode](#)Font Size:   

# Exploratory Analysis of the Effect of Consultants on the Use of World Wide Web Sites in SMEs

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## Abstract

There is little published research on the role of consultants in technology adoption. Given the increasing popularity of the World Wide Web in commercial environments and the number of consultants now offering web development services, some analysis into the effects of their engagement would be of benefit.

In an extension of an ongoing study, an existing sample of 113 World Wide Web adopters was used to examine the nature of World Wide Web site use with respect to consultant and Internet Service Provider (ISP) engagement. Analysis was also conducted into the use of consultants and ISPs as developers and maintainers of these sites.

This preliminary research finds a number of interesting outcomes. No significant relationship is found between consultant or ISP engagement and World Wide Web site use, regardless of whether the consultant was engaged as site developer or site maintainer. The study raises a number of additional findings that are of interest but are not directly related to this study. These findings merit further research.



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