

# 15

## INNOVATION THEORIES IN RETROSPECT

### *The Case of Electronic Commerce Adoption in Small Business in New Zealand*

Nabeel A. Y. Al-Qirim

*Auckland University of Technology (AUT), New Zealand; Deakin University, Australia*

**Abstract:** A review of the technological innovation adoption literature on small to medium-sized enterprises (SMEs) provides useful insights into factors influencing innovation adoption but points to the need to introduce more determinants of innovation adoption to SMEs research. This research is interested in identifying these factors and hence, introducing more potential determinants to electronic commerce (EC) adoption research in SMEs. Therefore, this research attempts to extend the technological innovation theories to EC adoption research in SMEs by identifying potential constructs and factors from these theories and then checking their face validity using three case studies in New Zealand. This research endeavours to shortlist and discuss the most important determinants of EC adoption and to eliminate the least relevant ones.

**Keywords:** Innovation theories, electronic commerce adoption, SMEs, determinants of adoption, case studies.

### **About the Author**

**Nabeel A. Al-Qirim** is a lecturer in the School of Information Technology, Faculty of Business, Auckland University of Technology, Auckland, New Zealand. He has a Bachelor degree in Electrical Engineering, MBA (UK), InfoSys. (Hons. with distinction), Cert. (Education), and PhD (Current). His research interests and publications are in IT and eCommerce in small business, SCM, mobile commerce, and telemedicine. He is currently editing one book in the area of eCommerce in SMEs and co-editing another book addressing policy implications pertaining to eCommerce, Government, and SMEs. He worked in the IT industry for 12 years as a consultant and in managing total IT solutions with international companies: IBM, Compaq, Data General, Group Bull, and Siemens Nixdorf. He can be reached by e-mail at [nabeel.alqirim@aut.ac.nz](mailto:nabeel.alqirim@aut.ac.nz).