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The main aim of this study is to investigate the factors that influence the adoption of e-Tshwane as an e-government solution, focusing on an end-user perspective. It also looks at the benefits and advantages of the adoption of e-Tshwane for the citizens of Tshwane.

This study attempts to determine the level of acceptance of eFiling, the online platform of the South African Revenue Service, and to develop an understanding of the factors that influence State Information Technology Agency (SITA) taxpayers using eFiling. This study used Combined TAM-TPB as a framework. A

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survey was used to collect primary data using online questionnaire via survey monkey. The sample size of 100 was used. Warp PLS 5.0 statistical software was used to analyse and interpret the data. Further more descriptive statistics, regression analysis and chi square analysis were also used. The study is confined to SITA taxpayers in Pretoria. The study found that 62.24% of SITA taxpayers have adopted eFiling. It was also found that perceived credibility and perceive usefulness are the most influential factors towards behavioural intention of SITA Taxpayers in terms of using eFiling, with path coefficients of 0.54 and 0.27 respectively.

With new technologies constantly being created, implemented, and sold, it is a robust opportunity for companies to hop on board with the latest digital trends.

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With the business world undergoing rapid changes and advancements in current times, the transformation process has been rapid and the disruptions significant. This has created a culture of innovation and a plethora of available business opportunities, especially when focused on Central Asia, Southeast Asia, and East Asia. Along with these innovative technologies and new opportunities in the business world comes challenges and trends within the Asian region that require more attention and advanced research to fully understand this digital transformation era and the resulting impacts, challenges, and solutions. The Handbook of Research on Disruptive Innovation and Digital Transformation in Asia addresses key topics for understanding business opportunities in Asia, covering a variety of challenges and nations in the Asian region from technological disruption and

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innovation to connectivity and economic corridors in Asia, Islamic finance and tourism, and more. Due to its innovative topics and approaches, geographical focus, and methodologies, the chapters provide readers with a unique value in bringing new perspectives to understanding emerging businesses and challenges in Asia. This book is ideal for professors in academia, deans, students, politicians, policymakers, corporate heads of firms, senior general managers, managing directors, information technology directors and managers, and researchers.

Since Kenya is a renown Tourist destination there is need for kenyan Tour Operators to market it effectively. Tourism is an experiential product for which the consumer expects value for money. In order to satisfy his needs the tourist expects the service to be readily accessible

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and provided with speed. The implementation of E-commerce in the Kenyan Tour Firms' Operations will increase speed of delivery and enable consumers access the various tourist attractions available in kenya. Most business organizations today are embracing new technologies such as E-commerce to enable them attain a competitive edge. Since Tour Operators are in the service industry, most of their activities e.g sales and marketing, reservations and even payment can effectively be carried out online. Hence, if kenyan Tour Operators Adopt E-commerce it will enable them raise their profits and become more competitive internationally.

In the next few years, it is expected that most businesses will have transitioned to the use of electronic commerce

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Marketing By Small And This technologies, namely e-commerce. This acceleration in the acceptance of e-commerce not only changes the face of business and retail, but also has introduced new, adaptive business models. The experience of consumers in online shopping and the popularity of the digital marketplace have changed the way businesses must meet the needs of consumers. To stay relevant, businesses must develop new techniques and strategies to remain competitive in a changing commercial atmosphere. The way in which e-commerce is being implemented, the business models that have been developed, and the applications including the benefits and challenges to e-commerce must be discussed to understand modern business. The Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business discusses the best



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practices, latest strategies, and newest methods for implementing and using e-commerce in modern businesses. This includes not only a view of how business models have changed and what business models have emerged, but also provides a focus on how consumers have changed in terms of their needs, their online behavior, and their use of e-commerce services.

Topics including e-business, e-services, mobile commerce, usability models, website development, brand management and marketing, and online shopping will be explored in detail. This book is ideally intended for business managers, e-commerce managers, marketers, advertisers, brand managers, executives, IT consultants, practitioners, researchers, academicians, and students interested in how e-commerce is impacting modern business models.

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Adoption of e-commerce is vital for SMEs to survive in competitive global markets. The SMEs in developing countries have recognized the benefits of e-commerce adoption. However, for successful implementation of e-commerce, awareness of various factors affecting the adoption remains crucial. This book discusses the adoption of e-commerce with SMEs in Sri Lanka. As part of basic research, the study attempts to enhance available knowledge by investigating the 'cost factors' affecting adoption.

E-government adoption is well researched, but its influencing factors are often

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subjective and consequent on different influencing factors. Some studies have associated influencing factors to environmental factors or locations which all have theoretical explanations. This research aims to identify and critically assess the factors influencing the adoption of e-Government in Dubai. It examines concepts of e-government and its adoption, and a critical assessment of factors that influence e-government adoption in the UAE is conducted. The Unified theory of acceptance and use of technology (UTAUT) model is adopted to explain adoption of e-government services in Dubai to better understand variables of e-government adoption in the city. Eight direct hypotheses and four moderating hypotheses were developed and tested in Dubai public sector departments. 172 staff from nine public sector organisations participated in this study completing a

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Marketing By Small And quantitative survey designed using eight factors derived UTAUT and 10-factor models. The empirical results that shows that eight factors influence e-government adoption in Dubai public sector departments. Both gender and age were rejected as moderators of e-government adoption. The findings generated both practical and theoretical implications that informed recommendations for improving e-government adoption, and suggestions for future research informed by the rejected hypotheses.

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