**Chapter II**

**REVIEW OF RELATED LITERATURE AND STUDIES**

This chapter deals with the related studies and concepts extremely important study. For extensive and wider understanding of the study, especially to related literature and studies were investigated.

**Local Literature**

**Foreign Literature**

The article “Migrating to internet based e-commerce: Factors affecting e-commerce adoption and migration at the firm level” of Weiyin Hong and Kevin Zhu (2005). They stated Web technology has enabled e-commerce. However, in our review of the literature, we found little research on how firms can better position themselves when adopting e-commerce for revenue generation. Drawing upon technology diffusion theory, we developed a conceptual model for assessing e-commerce adoption and migration, incorporating six factors unique to e-commerce. A series of propositions were then developed.

Survey data of 1036 firms in a broad range of industries were collected and used to test our model. Our analysis based on multi-nominal logistic regression demonstrated that technology integration, web functionalities, web spending, and partner usage were significant adoption predictors. The model showed that these variables could successfully differentiate non-adopters from adopters. Further, the migration model demonstrated that web functionalities, web spending, and integration of externally oriented inter-organizational systems tend to be the most influential drivers in firms’ migration toward e-commerce, while firm size, partner usage, electronic data interchange (EDI) usage, and perceived obstacles were found to negatively affect e-commerce migration. This suggests that large firms, as well as those that have been relying on outsourcing or EDI, tended to be slow to migrate to the internet platform.

The research of Nadire Cavus and Dogan Ibrahim (2008) entitled “m-Learning: An experiment in using SMS to support learning new English language words”. There is an increase use of wireless technologies in education all over the world. In fact, wireless technologies such as laptop computers, palmtop computers and mobile phones are revolutionising education and transforming the traditional classroom-based learning and teaching into anytime and anywhere education. This paper investigates the use of wireless technologies in education with particular reference to the potential of learning new technical English language words using Short Message Service (SMS) text messaging. The system, developed by the authors, called mobile learning tool (MOLT), has been tested with 45 1st-year undergraduate students. The knowledge of students before and after the experiment has been measured. Our results show that students enjoyed and learned new words with the help of their mobile phones. We believe that using the MOLT system as an educational tool will contribute to the success of students.

**Local Studies**

**Foreign Studies**

**Synthesis**

**Reference**

http://www.sciencedirect.com/science/article/pii/S0378720605000492 - Migrating to internet based e-commerce: Factors affecting e-commerce adoption and migration at the firm level

<http://onlinelibrary.wiley.com/doi/10.1111/j.1467-8535.2007.00801.x/full> - m-Learning: An experiment in using SMS to support learning new English language words