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What are you looking for?

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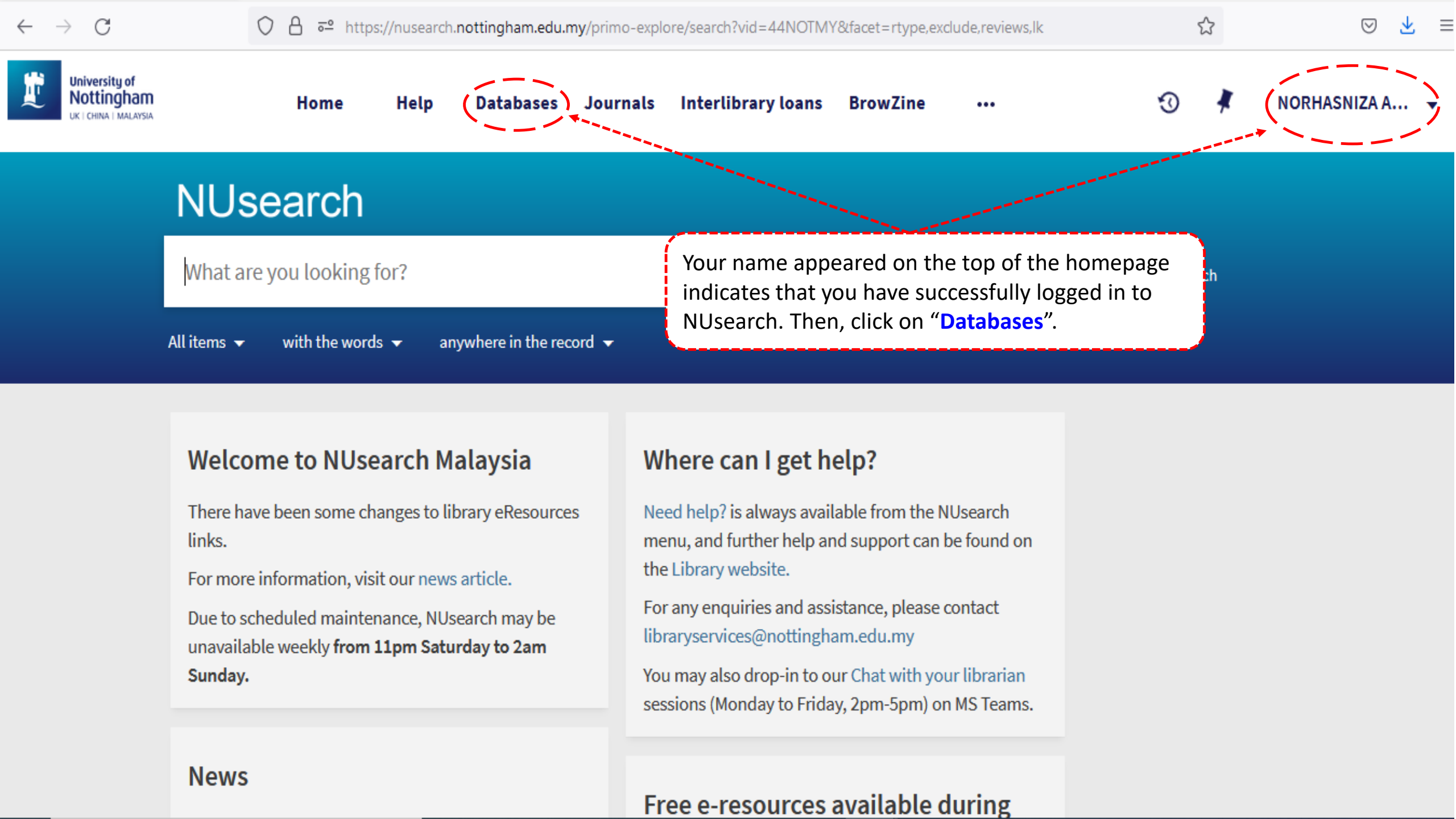
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NUsearch Malaysia is the library
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Note: Please ensure that you are at the
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What are you looking for?

All items

with the words

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1 Type in the **full** or **partial name** of the **database** and click on magnifying glass icon to search

1 Results

Databases by category

- > Aerospace engineering
- > Biochemistry
- > Biology
- > Business and management
- > Chemical engineering
- > Chemistry

1 **Business source premier (Online : EBSCO)**
Business source premier [electronic resource].
Ipswich, Mass. : EBSCO Industries 199?
Business Source Premier is the industry's most used business research database, providing full text for more than 2,300 journals, including full text for more than 1,100 peer-reviewed business publications. This database provides full text back to 1886, and searchable cited references back to 1998. Full-text coverage includes marketing, management, MIS, POM, accounting, finance and economics. The database also includes other sources of full text information such as country economic reports from the EIU, Global Insight, ICON Group and CountryWatch and detailed company profiles for the world's 10,000 largest companies. Additional full text, non-journal content includes market research reports, industry reports, country reports, company profiles and SWOT analyses. This da

[Available online](#)

2 Once the database is found, then click on the **'Available online'** link to access it.

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THE UNIVERSITY OF NOTTINGHAM MALAYSIA CAMPUS



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mobile commerce

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By: Chau, Ngoc Tuan; Deng, Hepu; Tay, Richard. *Journal of Marketing Management*. May2020, Vol. 36 Issue 5/6, p456-487. 32p. 1 Diagram, 10 Charts. DOI: 10.1080/0267257X.2020.1719187.

This paper investigates the critical determinants of **mobile commerce** (m-commerce) adoption in small and medium-sized enterprises (SMEs) in Vietnam. A comprehensive review of the related literatur...

Subjects: MOBILE commerce; SMALL business; GOVERNMENT aid; VIETNAM; Electronic Shopping; Electronic shopping and mail-order houses; STRUCTURAL equation modeling; DEVELOPING countries

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2. A Two-Stage SEM--Artificial Neural Network Analysis of Mobile Commerce and Its Drivers.



By: Varzaru, Anca Antoaneta; Bocean, Claudiu George. *Journal of Theoretical & Applied Electronic Commerce Research*. Sep2021, Vol. 16 Issue 6, p2304-2318. 15p. DOI: 10.3390/jtaer16060127

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2020, VOL. 36, NOS. 5-6, 456-487

<https://doi.org/10.1080/0267257X.2020.1719187>

Routledge

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Critical determinants for mobile commerce adoption in Vietnamese small and medium-sized enterprises

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ABSTRACT

This paper investigates the critical determinants of mobile commerce (m-commerce) adoption in small and medium-sized enterprises (SMEs) in Vietnam. A comprehensive review of the related literature leads to the development of a conceptual framework to better understand m-commerce adoption in organisations. This framework is then tested and validated using structural equation modelling on the data collected from 513 Vietnamese SMEs. The study shows that perceived benefits, perceived compatibility, perceived security, organisational readiness, organisational innovativeness, customer pressures, government support, and managers' IT knowledge are the critical determinants of m-commerce adoption. This study contributes to a better understanding of m-commerce adoption in developing countries, particularly in Vietnam. It can facilitate the development of m-commerce in SMEs by providing

ARTICLE HISTORY

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KEYWORDS

Critical determinants; mobile commerce; technology adoption; smes; vietnam

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