

Table of Contents

Abstract.....	i
Acknowledgements	ii
Glossary	iiError! Bookmark not defined.
Table of Contents	v
List of Tables	viii
List of Figures.....	ix
List of Appendices.....	x
1 Chapter: Introduction	1
1.1 Background.....	1
1.2 Objective.....	2
1.3 Deliverables	3
1.4 Structure	3
2 Chapter: Literature review and literature streams	4
2.1 Background to the choice of literature streams	4
2.2 Value of SMG technology	6
2.2.1 SMG value proposition.....	8
2.3 Tehnology adoption.....	10
2.4 Technology acceptance and innovation diffusion	13
2.4.1 User acceptance behavior and acceptance barriers.....	18
2.4.2 Value proposition and resellers' value add	22
2.5 Entrepreneurial Marketing	23
2.5.1 Entrepreneurial Orientation	29
2.5.2 Market Orientation	29
2.5.3 Innovation Orientation.....	31
2.5.4 Customer Orientation	31
3 Chapter: Method.....	34

3.1	Research design	34
3.2	Conceptual framework for analyzing	38
3.3	Data collection.....	42
3.4	Analytical approach.....	43
3.5	Design research questionnaire	45
3.5.1	Background information.....	46
3.5.2	Performance expectancy concept	46
3.5.3	Effort expectancy concept	46
3.5.4	Facilitating condition concept	46
3.5.5	Price value concept.....	47
3.5.6	Customer orientation concept.....	47
3.5.7	Market orientation concept.....	47
3.5.8	Innovation orientation concept	47
3.5.9	Entrpreneurial orientation concept	48
3.8.10	Behavioral intention	48
3.9	Sample size and power calculation.....	49
4	Chapter: Results.....	51
4.1	Semi-structured interview points.....	51
4.2	Response rate.....	52
4.3	Position in the organization	53
4.4	Number of years involved with the business.....	54
4.5	Type of business	55
4.6	Customer segments.....	56
4.7	Customer location.....	57
4.8	Sales of the SMG technology	58
4.9	Changes needed to meet requirements of SMG technology.....	59
4.10	Portion of elemets.....	60

5 Chapter: Discussion	68
5.1 Discussion.....	68
5.2 Implications	70
5.2.1 Implication for theory	70
5.2.2 Implication for practice	72
5.3 Guidelines for suppliers of SMG technology	74
5.3.1 Guidelines releted to supplier-reseller reletionships	74
5.3.2 Guidelines releted to technological products and services	75
5.3.3 Guidelines releted to suppliers' entrepreneurial marketing.....	77
5.4 Limitations and future research avnues	78
5.5 Conclude results for future research.....	79

List of Tables

This is the List of Tables.

Table 1	The three literature streams reviewed in study	5
Table 2	Key SMG articles and their highlights reviewed in this study	7
Table 3	The key literature streams of TAM and highlights reviewed in this study.....	12
Table 4	The definition of different hypotheses in the conceptual framework	41
Table 5	Correlation matrix.....	62

Table 6	Regression statistics	63
Table 7	Testing model paths to EM's effects on technology acceptance #1.....	64
Table 8	Testing model paths to EM's effects on technology acceptance #2.....	64
Table 9	Testing model paths to EM's effects on technology acceptance #3.....	65
Table 10	Results of accepted hypotheses	66
Table 11	Results of of hypotheses testing.....	67

List of Figures

Figure 1	Fundamental concepts of user acceptance models	13
Figure 2	TAM as presented by Venketash and Bala.....	14
Figure 3	Cusrtomer acceptamce and use of IT	15
Figure 4	Hierarchical model of barriers to adopt SMG technology	20
Figure 5	Entrepreneurial marketing process	24
Figure 6	Entrepreneurial marketing orientation.....	28
Figure 7	The research method.....	37
Figure 8	Conceptual research framework	40
Figure 9	Position in the organization	53

Figure 10 Number of years involved with business.....	54
Figure 11 Type of business	55
Figure 12 Customer segments.....	56
Figure 13 Customer location.....	57
Figure 14 Sales of SMG technology.....	58
Figure 15 Change needed to meet SMG requirements of SMG technology	59
Figure 16 Suppliers' acceptance of SMG (Main model)	61
Figure 17 Final model with results	69

List of Appendices

This page lists all of the appendices.

Appendix A- Questions.....	85
Appendix B- Loading from PL	