

EXPLORING THE OPPORTUNITIES AND CHALLENGES OF MARKETING TO THE CONSUMERS IN RURAL MARKETS IN NIGERIA

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ABSTRACT

The rural market in Nigeria has always been very difficult and challenging to understand and forecast. The concept of rural market in Nigeria is still in the infant stage and more attention needs to be paid to it. It's assumed that the rural market in Nigeria is not a separate entity but an integral part of the whole market which is influenced by numerous factors - economical, cultural, sociological, regulatory, technological, and behavioral. The rural populations in Nigeria is more than that of the urban areas. Thus, rural consumers have become a prime target market for consumers of non-durable and durable goods such as food, construction, electrical, electronics, automobiles, banks, insurance and agricultural products as well as farm machinery. It's has been a huge challenge for marketers and service providers to reach this market. The prevailing belief is that rural marketing is mainly about agricultural marketing. However, some organizations have started shifting some focus towards rural market – a largely untapped market. The dominant literature on rural marketing in Nigeria is largely on marketing of agricultural products to the urban areas. There's insufficient literature on rural marketing and thus, there's a need to explore this area of marketing and develop guidelines that both scholars and practitioners can utilize to develop effective strategies for marketing to the consumers in the rural market in Nigeria. This research seeks to bridge the gap that's created by lack of robust literature on rural marketing in Nigeria by exploring the opportunities and challenges that are present in the rural market in Nigeria. We seek to examine the environment and the characteristics of rural markets in Nigeria; identify the opportunities and challenges associated with rural markets; and suggest the marketing strategies that can be employed to capitalize on the opportunities presented by rural market consumers.

Keywords: Marketing, Rural Marketing, Consumer Non-durables, Durables, Rural Market Potential, Rural Consumer Behavior.

ALGORITHM FOR IMPROVING SECURITY IN PUBLIC CLOUDS USING CIRCULAR QUEUES AND FIBONACCI NUMBERS

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ABSTRACT

Security of data in public clouds is one of the most critical challenge for developers and hackers. To preserve data integrity, there is a great need for more reliable security technologies.

This is a low complexity circular queue data structure-based algorithm. Use of Multiple complicating variable factors is the strength of this encryption/decryption algorithm which makes the recovery of stolen data very difficult for the attacker. These variable factors are the size of the circular queue, the beginning of the chosen keyword and the multiple representations in the Fibonacci format.

Firstly, all letters are converted into their ASCII binary form so that they can be used by the proposed security algorithm as it uses shift and logical XOR operations.

Circular queue is used as the time complexity for De-Queue and enQueue operations is very fast that is $O(1)$. The variable challenging factor provide flexibility in changing the security of the algorithm as per the circumstances.

Keywords: Data Encryption, Public Cloud, Data integrity, circular queue, Fibonacci representations, variable complexity factors.

DISASTER MANAGEMENT TO CURTAIL SUPPLY CHAIN DISRUPTION DUE TO FLOOD

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ABSTRACT

This article analyses supply chain disruption due to heavy rain in which farmers suffer from non-transporting agriculture produce to APMC who purchases produce from the farmers. These result shortage at APMC end and wastage at farmer's end. To minimize shortages, APMC can opt for alternative purchases from nearby state. This research considers farmer and APMS optimal decisions in terms of cost involved in different routs of purchases, loss of good will, and the probability of normal resume.

Keywords: Supply chain management, Disruption due to heavy rain and flood, Simulation.

STEM STUDENT ENGAGEMENT THROUGH FLIPPED PEDAGOGY: MINORITY INSTITUTION'S PERSPECTIVE

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ABSTRACT

Flipped classroom is a learning intervention that reverses the traditional learning environment and is gaining momentum in secondary and higher education institutions. It consists of watching videos, reading texts and lecture notes at home and completing homework-based practice problems in class. Majority of studies focuses on student's perceptions and single group study designs. The results from the student's perception are mixed, but overall positive. There are few studies done at minority institutions. This study examined student engagement in Science, Technology, Engineering and Mathematics (STEM) courses at a minority institution. These courses adopted the Student-Centered Active Learning Environment Upside-down Pedagogy (SCALE-UP), otherwise, called flipped classroom. The study uses pre and post surveys to ascertain student's perception and observational visits to determine student engagement. A quantitative analysis and content analysis were utilized to examine mean differences in gender, ethnicity, pre and post responses and classes. Students rated flipped learning positively, but still preferred the traditional format. There were differences in students' perception in the different flipped classes used in the study.

GENERATING MAXIMUM ORDER LINEAR FEEDBACK SHIFT REGISTERS ON COMMODITY MULTICORES COMPUTING SYSTEMS

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ABSTRACT

Linear Feedback Shift Registers (LFSRs) are used as pseudo random number generators and to understand their theoretical foundation, polynomials (especially, primitive polynomials) in Galois Field $GF(2)$ are utilized. These primitive polynomials provide maximum length LFSRs. Constructing primitive polynomials adopting LFSRs is computationally expensive both in terms of processor time and memory usage. In this paper, we demonstrate how to generate LFSRs using message passing single program multiple data (SPMD) constructs on commodity computing systems with 4 to 8 cores. In addition, we analyze the linear complexity of a few of the LFSRs generated.

A HYBRID MACHINE LEARNING SYSTEM FOR THE PREDICTION OF KIDNEY DISEASE USING K-MEANS CLUSTERING

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ABSTRACT

Chronic kidney disease, also known as renal disease is an abnormal function of kidney or a progressive failure of renal function over a month or a period of years. For diagnostic various lab tests are required. The aim of this work is to improving the performance of previously chronic renal failure diagnosis which was based on only Classifier algorithm. This system is combined with clustering and classification technique for improving the accuracy of result. So, we propose a hybrid method followed by K-means clustering, where incorrectly classified clusters instances (samples) are removed and finally models are constructed using various supervised classified algorithm. The 10-fold cross validation accuracy performance estimation of MLP, RBF, NB, J48, and Logistic regression after K-means clustering with reducing 297 samples are 99.6, 98.98, 96.29, 98.98, 97.7 respectively. This result is better than the accuracy performance estimation without K-means with original 400 samples are 97.75, 98, 94.5, 96.75 and 95.65. In this experiment, we compared accuracy achieved with original samples for UCI datasets with our hybridized model with reduced samples. Results are comparable, promising and therefore the proposed hybrid model will be helpful in disease diagnostic.

Keywords: Chronic Kidney disease, Radial Basis function, Naïve Bayes, J48, Multilayer Perceptron.

FEATURE SELECTION FROM MICROARRAY HEALTHCARE DATA: A STUDY

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ABSTRACT

Gene expression microarray data consists complete information of genes in binary form, collected through some biological process and having high number of features . These features must be reduced using feature selection techniques to provide some biomedical conditions like cancer. In order to remove features from micro array data, various studies have been taken place which removes irrelevant features . These techniques are MRMR, SVM-RFE, MIRS etc.

This paper emphasis on study of various feature selection techniques as well as classification techniques including hybrid techniques which can be applied for development of robust classification model.

Keywords: Feature Selection, Microarray Data.

A BRIEF REVIEW OF DG PLANNING BASED ON DIFFERENT OPTIMIZATION TECHNIQUES

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ABSTRACT

Planning of DGs requires a thorough study of techno-economic parameters some of them are discussed in this review paper. In table 2 we have discussed different type of optimization techniques that are implemented in different research papers. We also came across two types of research strategies which are base on a single objective function which includes voltage stability index (VSI) and loss minimization parameters and other are multi objective functions in which additional parameters are also included like line power flows limit index, load balancing constraints, optimal pricing contracts etc.

**BRIDGING THE GAP OF HIGHER EDUCATION ENROLLMENT:
ASSESSING ENGLISH-SPEAKING CARIBBEAN ONLINE EDUCATION READINESS**

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ABSTRACT

Despite the introduction to online education and an increase in graduate degree attainment, English-Speaking Caribbean (ESC) countries minimally capitalize on the benefits of online education to reduce the education enrollment gap (Roque, 2018; Tewarie, n.d.). There is a lower average rate of higher education enrollment (3% to 20%) in ESC countries compared to the global enrollment average (55%) (Tewarie, n.d.). Using online education technology can assist to increase higher education enrollment through inclusive access.

ESC countries policy address enrollment challenges including quality access, as a human right without discrimination, and compulsory education enrollment inclusive of disabled and special needs, indigenous people, rural areas, school dropouts, and the poor (Amadio, 2009). Existing private schools provide most intermediate education causing a deficit among the poor (Amadio, 2009). Historical wrongs caused systematic marginalization of particular groups of people (Amadio, 2009; Roque, 2018; Tewarie, n.d.). Online education can address these education challenges with high quality access, even in forests and archipelagos, and minimize barriers to learning such as legal status, discrimination, culture, or economic (Arbelaez, 2016; Ortega et. al, 2018). ESC countries may not be ready to use online education due to minimal training, poor collaboration, financial viability, poor infrastructure, and lack of commitment.

We initiate an assessment of the online education readiness of selected ESC countries using information from their publically submitted reports and officially published policy. The assessment includes preparation, collaboration, financial viability, infrastructure, and commitment. We hope to connect the ideas, policies, and programs needed to bridge the education enrollment gap.

OPTIMAL TWO PARAMETER LOGARITHMIC ESTIMATORS FOR ESTIMATING THE POPULATION VARIANCE

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ABSTRACT

The class of log-type estimators using information on two auxiliary variables have been proposed for estimating the population variance of the study variable. It has been shown that these classes of log type estimators have lesser mean squared error under the optimizing values of the characterizing scalars as compared to some of the commonly used estimators available in the literature. Further, an extension of the proposed classes using multiple auxiliary information have also initiated in this paper. A numerical study has included as an illustration using two auxiliary variables.

THE INFLUENCE OF ANTHROPOGENIC FACTORS IN EVALUATING A COUNTRY'S NATIONAL CUISINE. SALIENT CHARACTERISTICS OF NATIONAL CULINARY PREPARATIONS

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ABSTRACT

This paper is a contribution to the research area of food related consumption behavior in the Anthropoceneera. Measurable anthropogenic characteristics of biomes are mapped to corresponding cuisines. A sample consisting of over 12,000 biomes and 220 national culinary dishes or items is constructed. A database of key anthropogenic characteristics of the national culinary environment leads to the formulation of an index that can be used to evaluateculinary items such as national dishes. The methodology is to formulate a composite index based on a variety of economic, agricultural and geographic data that underlie consumption and preference. Based on the index, we attempt to formulate various research hypotheses. The study may lead to results that have implications for food sustainability researchers, cultural product and service marketers and institutions. The role of geographiclocationin the evolution and development of consumer identities and choice of national dishes is discussed.

Keywords: marketing, food consumption, anthropogenic characteristics, biomes, sustainability

BLOOD FLOW WITH NANO PARTICLES THROUGH STENOSED ARTERIES UNDER THE EFFECT OF MAGNETIC FIELD

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ABSTRACT

The present investigation is devoted to suppositional study of blood flow with nano particles through a stenosed artery with permeable walls. The initiation of nano particles in blood will produce unharmonious consequences for stenosed tube. This study is carried out to reveal the effects of magnetic field on the harsh consequences of nanoparticles in case of stenosed artery. The governing equations of visualized model of blood flow are solved using the blend of laplace and Hankel transform method. The closed forms of expressions are accomplished for velocity and temperature distributions. The flow rate and shear stress are also compassed in the constricted region of tube. The results are manifested by using MATLAB and are demonstrated as plots for the distinctive parameters. It is depicted that the combined effect of time and magnetic field, is advantageous for the flow of blood in the stenosis region and with the rise in volume fraction of nanoparticles, the velocity of blood take the edge off.

Keywords: permeability, magalnetic field, couple stress blood flow, stenosed artery, nanoparticles.

THEY ARE COLLEGE STUDENTS, NOW WHAT? INSTILLING THE FUNDAMENTALS OF LEADERSHIP

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ABSTRACT

We begin with the premise that most leaders are made and not born and only a tiny minority of people demonstrates leadership qualities from childhood. Career coaching in college builds upon the lessons taught by parents, teachers, places of worship, and peers. Career coaching assumes that everyone has the same potential for leadership abilities.

This paper stresses that it is very crucial to coach undergraduate students on how to individually develop a diverse profile. It is essential to point out to the students that there are millions of students all over the world pursuing similar courses of study. It is, therefore, paramount for the students to begin early to develop some distinctive competencies. They must be encouraged to go out and try new things and participate in internships and apprenticeships. They must begin cultivating professional sense early. This paper argues that a career coach can help college students cultivate leadership skills, align and discover individual goals, encourage self-discovery, elicit strategies and solutions and, ultimately, assist in instilling leadership qualities. Now that they are in college, enhancing the students' leadership skills begins on the first day on campus.

ESTIMATION OF THE FINITE POPULATION MEAN UTILIZING PREDICTIVE TYPE APPROACH

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ABSTRACT

In this paper, for the estimation of the finite population mean, an improved estimator is proposed under Predictive Type Approach with known coefficients of variation of study variable y known under simple random sampling without replacement. Proposed estimator increases the efficiency of existing mean per unit estimator in the sense of having lesser MSE. The optimum class of estimators is also obtained. Further for greater practical utility proposed optimum estimator based on estimated optimum value of the characterizing scalar has also been obtained and is shown to retain the same efficiency as the former class. A numerical illustration is also given to support the theoretical conclusions.

Key Words: Coefficient of variation, Bias, Order, Mean square error, Auxiliary variable, Relative Efficiency, Simple Random Sampling.

MODULAR SOFTWARE RELIABILITY GROWTH MODEL WITH ENVIRONMENTAL EFFECTS AND CHANGE-POINT

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ABSTRACT

The growth models achieve a surprising trend in the evaluation of software reliability due to environment effects and change-point. The study of the software reliability growth models (SRGMs) by including environment effect and change-point concept, is called CE-SRGM. In the present investigation, we obtain the expected cost and reliability by considering the environment effects and change points in the software system. The module based error detection and removal process are taken into consideration while developing the reliability growth model. The fault detection rate (FDR) is assumed to be changed during testing phase because of environmental effects. The quantitative assessment of the total expected cost and software reliability of the system has been done by evaluating the MVF before and after change-point. Numerical results are facilitated to examine the trends of mean value functions, expected total cost and software reliability.

Keywords: NHPP based SRGMs, Change-point, Time-dependent environment effect, Maximum likelihood estimation (MLE), Cost-optimization.

THE EFFECT OF CORPORATE GOVERNANCE ON STOCK BUY-BACK

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ABSTRACT

Corporate Governance has been in existence since the 16th and 17th centuries but became very popular when the possibility of conflict between business owners and managers sprung up. The advent of creative accounting and the failure of business managers to discharge their duty in the best way possible brought about the need for caution in the financial world. The economic lifeline of any nation hovers around the successes and failures of business entities as their actions and inactions affect every aspect of the economy. This brought about the review of corporate governance designed to prevent a re-occurrence of the varied scandals such as that of Enron, WorldCom, and Tyco that almost crippled the World's economy at different times. Business managers in the discharge of their stewardship responsibility are seen to be creative for personal gains against the increase in shareholders' value. Recent and projected increase in stock buy-back as negatively impacted research and development needed thereby causing a decline in innovation and subsequently job loss. There is a need for a review of the existing code of corporate governance which requires the collaboration of Securities and Exchange Commission (SEC), regulatory authorities, government institutions, and professional bodies.

CLASSICAL AND BAYESIAN INFERENCE FOR MIXTURE MODEL UNDER CENSORING SCHEME

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ABSTRACT

In this article, I consider the mixture of two exponential distributions, and the inferences are obtained using this new distribution under type-II hybrid censoring model. The maximum likelihood estimators and confidence intervals of the parameters are developed. Bayes estimates and the corresponding highest posterior density credible intervals of the unknown parameters are obtained by using Gibbs sampler under Jeffrey's invariant priors. The performances of the methods of estimation are compared with Monte Carlo simulations.

Keywords: Mixture Model, Type-II hybrid censoring, Maximum likelihood estimation, Bayes estimates, Highest posterior density intervals, Gibbs sampler.

STUDYING EMPLOYEE OWNERSHIP USING THE CASE STUDY METHOD

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ABSTRACT

Employee ownership is a business model that takes many forms. Employee ownership allows businesses to reward employees by giving them equity stakes or shares of the business so they become owners in addition to workers. This benefit fosters owner-like thinking and aligns the goals of the staff with those of the owners. It also encourages long term relationships between workers and their employers, as both parties have a vested interest in making the business successful and adding value to the bottom line. The implementation of this business model addresses many recent issues in the economic national news for the United States, such as salary disparities among executives and lower level workers, wealth inequality among upper class and middle class individuals, the lack of long-term employment opportunities and jobs with good benefits.

Employee ownership has been studied by academics for decades (Kruse, Freeman and Blasi, 2010) but many of the published papers on the topic use big data and large scale analyses. This paper makes a contribution to the literature by focusing on small businesses. Most of the business literature on employee ownership uses medium and large size organizations, most likely because various econometric techniques can be used with these sized data bases. Some authors do focus on small businesses (Hoffman and Shipper, 2018) using qualitative analysis to gain additional insights into the processes and people in employee owned companies. Other scholars write about how employee ownership encourages employee loyalty and allows for employee financial well-being.

This paper will follow this stream of the literature and use survey data obtained from small U.S. businesses to look at several employee owned companies across various industries. The goal of the research will be to determine how these employee owned companies became successful, and to discover the strategies they used to create and maintain employee owners. Anonymous and traditional employee comments will be included to gain a holistic picture of employee owners and the corporate culture at the firms they own.

Lessons learned from employees and executives will be shared. Managerial insights will be given with the aim of promoting more employee owned companies of all sizes.

EFFECTS OF DATA BREACHES AND CYBER CRIME ON SMALL AND MEDIUM SIZED ENTERPRISES (SMES)

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It is well known that cyber security issues are becoming a day-to-day struggle for businesses where sector by sector, businesses, small to big, are faced with a unique prioritized set of cyber threats. Cyber-attacks of various flavors, inflicted on large enterprises as well as small and medium sized businesses, cost U.S. large enterprises \$1.3 million and small and medium-sized businesses \$117,000. Yet, often it is only the large enterprises that appear in headlines when a when cybercrime occurs. Despite common misconception, small businesses are prime targets for hacker. Though leaders of companies, big and small, recognize that security plans must be created, implemented and continuously updated to protect an organization's basic requirements, a small businesses' affordability to invest in security is limited. This research examines the landscape of the emerging trends regarding the differing effects that data breaches have on large and small firms Using external research and document/dataset analysis, our research validates that the impact of the attacks or ransomware on large enterprises is much less than the detrimental effects to small businesses. We provide a review of recent data breach trends, including rising data breach costs on both a global and domestic level, as well as arise in over all data breaches for the last 17 years. Finally we provided recommendations for how SMEs can better position themselves to be less impacted and better recover from cyber-attacks. Our results are necessary for especially the SMBs for them to properly invest in information security.

A STUDY ON SENSITIVITY ANALYSIS OF SEQUENTIAL NORMAL TESTING PROCEDURE

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ABSTRACT

Several studies deal with the non-robust character of various types of acceptance plans. Many such studies also analyze the robust character of sequential testing procedures when the underlying failure time distribution has a monotone failure rate. A vast literature on the life testing plans in the Bayesian framework is also available where updating prior with experimental data has been the main concern. Highlighting the point that the basic normal lifetime distribution can be updated in respect of prior variations in its mean, the present study deals with the analysis of the robust character of sequential normal testing procedure (SNTP) when the mean of the basic normal distribution is considered as a random variable. The robust character of the consistency of the random variable (n) in view of prior variations, is also analyzed.

Keywords: Robustness, SNTP, OC, ASN and Coefficient of variation function (C.V).

AN ANALYSIS OF THE ROLE OF DATABASE IN GLOBAL MARKETING

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ABSTRACT

Database marketing is the collection of customers or potential customers data in order to understand their needs and establish personalized communications that address those needs. It involves understanding and managing your customer database which may contain various data elements. Database marketing is not a mere compilation of a list of contacts and sending unsolicited promotional offers to them. It is about understanding consumer behaviors and providing solutions to their problems regardless of whether it ends in a sale or not. Solutions can be in the form of a piece of content, tutorials, instructional videos, good user experience through a product or service.

The database consists of valuable structured information on present and prospective customers. The information gathered includes, who they are, where they buy, when they buy and how they buy, (Bazini&Ramaj, 2013). The computer database technologies are used to create and manage customer data lists. The lists include characteristics of customers and past purchasing behaviors. As computer software continues to improve so do the capabilities of marketing database campaigns. One of the importance of database marketing is to enable marketers and advertisers create relevant messages to their customers which leads to increased customer retention.

Though in many instances the implementation of database marketing systems has become a priority but success is not guaranteed. The goal of this paper is to make comparative analysis to find out the regions or countries where Database Marketing has been most effective and successful globally and where it has not due to digital divide and lack of other infrastructures.

EVALUATION OF E-GOVERNMENT INITIATIVES: INITIATIVES, CRITICAL SUCCESS FACTORS, AND THE EMERGENCE OF CITIZEN CENTERED MODELS OF ELECTRONIC INTERACTION

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ABSTRACT

This paper examines the critical role and recent emergence of E-government initiatives over the past several decades. E-government initiatives help to improve the transparency and openness of governments around the world. From national governments, all the way down to small municipalities, E-government initiatives have transformed the way that people, organizations, businesses, and other governments communicate and interact. The present paper would explore the influence and emergence of E-government initiatives. This paper analyzes several available articles and magazines, along with numerous government websites, that describe and depict e-government initiatives. The present work concludes that without having a sufficient IT baseline to build from, e-gov initiatives will always cost poorer countries more money to implement than richer nations, and as a result, poorer countries always at a disadvantage. If poorer nations can raise their national incomes, literacy rates, and penetration of IT infrastructure, we would see an increase in e-gov acceptance and participation among their citizens.

Keywords: e-Government.