

REFERENCES

- Abroud, A., Choong, Y. & Muthaiyah, S., 2010. Preparation of Measurement Tools of the Effective Factors for the Acceptance of Online Stock Trading. *European Journal of Economics, Finance and Administrative Sciences*, Issue 19, pp. 1450-2275.
- Adela L, J. Y. Y., 2001. Adoption of Online Trading in the Hong Kong Financial Market. *Journal of Electronic Commerce Research*, 2(2), pp. 58-65.
- Ajjan, H. & Hartshorne, R., 2008. Internet and Higher Education. *Investigating faculty decisions to adopt Web 2.0 technologies: Theory and empirical tests*, pp. 71-80.
- Ajzen, I., 1991. The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, Volume 50, pp. 179-211.
- Baker, M. & Wurgler, J., 2007. Investor Sentiment in the Stock Market. *Journal of Economic Perspectives*, 21(2), pp. 129-151.
- Campbell, J., Lo, A. & MacKinlay, C., 1997. *The Econometrics of Financial Markets*. New Jersey: Princeton University Press.
- Carter, L. & Weerakkody, V., 2008. E-government adoption: A cultural comparison. *Inf Syst Front*, Volume 10, p. 473–482.
- Chen, S.C., Li, S.H. & li, C.Y., 2011. Recent Related research In Technology Acceptance Model: A Literature Riview. *Australian Journal of Business and Management Research*, 1(9), pp. 124-127.
- Chen, Y.H. & Barnes, S., 2007. Initial trust and online buyer behaviour. *Industrial Management & Data Systems*, 107(1), pp. 21-36.
- Chong, A., Ooi, K., Lin, B. & Raman, M., 2009. Factors affecting the adoption level of C-commerce: an empirical study. *Journal of Computer Information Systems*, pp. 13-22.
- Chu, S.C., & C Lawrence, Y. V. H. W. C., 2007. Evolution of e-commerce Web sites: A conceptual framework and a longitudinal study. *Information & Management*, pp. 154-164.

Creative Research Systems, 2012. *Research Aids: Sample Size Calculator: Creative Research Systems*. [Online] Available at <http://www.surveysystem.com/sscalc.htm> [Accessed 30 November 2012].

Crespo, A. & Rodriguez, I., 2008. Explaining B2C e-commerce acceptance: An integrative model based on the framework by Gatignon and Robertson. *Interacting with Computers*, Volume 20, pp. 212-224.

CSE, 2012a. *Fact Book 2011*, s.l.: s.n.

CSE, 2012b. *Resource Materials: Investing in Shares a Basic Guide: Colombo Stock Exchange*. [Online] Available at: http://www.cse.lk/pdf/CSE_Guide_Book_English.pdf [Accessed 20 October 2012].

CSE, 2012c. *Internet Trading Figures 1-JAN-2012 to 31-DEC-2012*, s.l.: s.n.

Davis, F., 1989. Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), pp. 319-340.

Enrique, A. et al., 2008. Influence of Online Shopping Information Dependency and Innovativeness on Internet Shopping Adoption. *Online Information Review*, 32(5), pp. 648 - 667.

Fama, E., 1965. The Behavior of Stock-Market Prices. *Journal of Business*, January, 38(1), pp. 34-105.

Fillis, I., Johannson, U. & Wagner, B., 2004. Factors impacting on e-business adoption and development in the smaller firm. *International Journal of Entrepreneurial Behaviour & Research*, 10(3), pp. 178 - 191.

Furgang, K., 2011. What is the Stock Market. In: *Real World Economics: How the Stock Market Works*. New York: The Rosen Publishing Group, Inc., pp. 6-8.

Furneaux, B., 2006. *Theories Used in IS Research: York University*. [Online] Available at: <http://www.istheory.yorku.ca/Technologyacceptancemodel.htm> [Accessed 20 October 2012].

GoogleInc, 2012. *GoogleDocs: GoogleInc*. [Online] Available at: <https://docs.google.com/spreadsheet/viewform?formkey=dEtOS1dPejQtdzBneDY5UGotM2R3aVE6MQ> [Accessed 26 January 2013].

Gopi, M. & Ramayah, T., 2007. Applicability of Theory of Planned Behavior in Predicting Intention to Trade Online. *International Journal of Emerging Markets*, 2(7), pp. 348 - 360.

Grandon, E. & Pearson, J., 2004. Electronic commerce adoption: an empirical study of small and medium US businesses. *Information & Management*, Volume 42, p. 197–216.

Grossman, J. & Stiglitz, E., 1980. The Impossibility of Informationally Efficient Markets. *The American Economic Review*, 70(3), p. 393–408.

Guiso, L., Sapienza, P. & Zingales, L., 2008. Trusting the Stock Market. *The Journal of Finance*, December, 63(6), pp. 2557-2600.

Gunawardana, K., 2006. *The Impact of firm-based characteristics on Adoption of E-commerce in SME in Sri Lanka*. Bangkok, s.n., pp. 1-19.

Hee-Wong, K., Chan & Gupta, S., 2007. Value-based Adoption of Mobile Internet:An empirical investigation. *Decision Support Systems*, pp. 111-126.

Hernandez, B., Jimenez, J. & Martín, J., 2009. Adoption vs Acceptance of E-commerce: Two Different Decisions. *European Journal of Marketing*, 43(9), pp. 1232 - 1245.

Huang, S., Hung, Y. & Yen, D., 2005. A study on decision factors in adopting an online stock trading system by brokers in Taiwan. *Decision Support Systems*, Volume 40, p. 315– 328.

Jayaratne, T., 2012. *SEC Assistant Director External Relations and Market Development* [Interview] (27 January 2012).

Joo Eng Lee-Partridge, P. S. H., 2002. *A Retail Investor's Perspective on the Acceptance of Internet Stock Trading*. Hawaii, IEEE Computer Society.

Khalifa, M. & Shen, K., 2008. Journal of Enterprise Information Management. *Explaining the Adoption of Transactional B2C Mobile Commerce*, Volume 2, pp. 110 - 124.

Lee, C., Kraeuss, R., Lucas, A. & Paas, L., 2008. *Why do investors sell losers, How adaptation to losses affects future capitulation decisions*. San Francisco, University Amsterdam, pp. 1-42.

- Lee, M.-C., 2008. Factors influencing the adoption of internet banking: An integration of TAM and TPB with perceived risk and perceived benefit. *Electronic Commerce Research and Applications*, Volume 8, pp. 130-141.
- Lee, M., 2009. Predicting and explaining the adoption of online trading: An empirical study in Taiwan. *Decision Support Systems*, Volume 47, pp. 133-142.
- Lo & Andrew, W., 2005. Reconciling Efficient Markets with Behavioral Finance: The Adaptive Markets Hypothesis. *Journal of Investment Consulting*, 7(2), pp. 21-44.
- Malcolm, B. & Wulger, J., 2007. Investor Sentiment in the Stock Market. *Journal of Economic Perspectives*, 21(2), p. 129–151.
- Oliveira, T. & Martins, M., 2010. Firms Patterns of e-Business Adoption: Evidence for the European Union. *The Electronic Journal Information Systems Evaluation*, 13(1), pp. 47-56.
- Partridge, J. & Ho, S., 2002. *A Retail Investor's Perspective on the*. Hawaii, IEEE Computer Society.
- Petram, L., 2011. *The world's first stock exchange: how the Amsterdam market for Dutch East India Company shares became a modern securities market, 1602-1700*, Amsterdam: The Institutional Repository of the University of Amsterdam.
- Prodder, B., 2005. *Factors Influencing Adoption and Usage of Internet Banking : New Zealand perspective*, Auckland: Auckland University of Technology, New Zealand.
- Robert, V. et al., 1992. Ajzen and Fishbein's Theory of Reasoned Action as Applied to Moral Behavior: A Confirmatory Analysis. *Journal of Personality and Social Psychology*, 62(1), pp. 98-109.
- Rotchanakitumnuai, S. & Speece, M., 2009. Modeling electronic service acceptance of an e-securities trading system. *Industrial Management & Data Systems*, 109(8), pp. 1069 - 1084.
- Sekaran, U. & Bougie, R., 2010. *Research Methods for Business A Skill Building Approach*. New Delhi: John wiley & Sons.
- Shleifer, A., 2000. *Inefficient Markets: A Introduction to Behavioral Finance*. s.l.:Oxford University Press.

- Singh, A., Sandhu, H. & Kundu, S., 2010. Journal of Internet Banking and Commerce. *Investors' Adoption of Internet Stock Trading: A Study*, 15(1), pp. 1-21.
- SLBDC, 2006. *Surveys and Studies: Sri Lanka Business Development Centre*. [Online] Available at :<http://www.slbdc-lk.org/surveys.php> [Accessed 20 10 2012].
- Tan, J., Katherine, T. & Andrea, M., 2007. Business-to-business adoption of eCommerce in China. *Information & Management*, Volume 44, pp. 332-351.
- Taylor, S. & Todd, P., 1995. Understanding Information Technology Usage: A test of Competing Models. *Information Systems Research*, July, 6(2), pp. 144-176.
- Thompson, T., Margaret, T. & Suat, P., 2004. Adopters and non-adopters of internet stock trading in Singapore. *Behavior & Information Technology*, 23(3), pp. 211-223.
- TRC, 2010. *Statistical Overview: Telecommunications Regulatory Commission of Sri Lanka*. [Online] Available at: <http://www.trc.gov.lk/information/statistics.html> [Accessed 20 01 2013].
- Trevathan, J. & Read, W., 2007. *Privacy and security concerns for online share trading*. Porto, E-Activity and Leading Technologies.
- Turel & Asli, 2010. The Expectation Gap in Internet Financial Reporting:Evidence from an Emerging Capital Market. *Middle Eastern Finance and Economics*, pp. 94-107.
- Uzoka, M., 2008. Organisational influences on e-commerce adoption in a developing country context using UTAUT. *Business Information Systems*, 3 November, Volume 3, pp. 300-316.
- Weber, B., 2006. Adoption of electronic trading at the International Securities Exchange Decision Support Systems. *Economics and Information Systems*, pp. 728-746.
- Wilson, J. & Marashdeh, A., 2007. Are co-integrated stock prices consistent with the efficient market hypothesis. *The Economic Record*, 83(1), p. 87–93.