

# **Analysis of selected students' IT indicators as possible motivating factors for e-commerce adoption**

**Zoran Marošan, PhD<sup>1</sup>; Nataša Papić-Blagojević, PhD<sup>1</sup>**

<sup>1</sup> Novi Sad School of business, Novi Sad, Serbia

**Abstract:** *The successful e-commerce implementation depends, among others, on factors that can be deliberated by the analysis of some IT indicators. It was the main reason for the authors of this paper to try to establish in which extent the surveyed students are present or potential future users of e-commerce services. To this purpose a research was conducted using a survey containing standardized questions allowing the comparison of the acquired data with the same or similar relevant to the Republic of Serbia and the European Union. The data were collected in a period of several years permitting to the authors of this paper the detection of some trends. The derived results could be useful to all companies which included e-commerce in their business especially the ones that are targeting the younger population cluster.*

**Key words:** *e-commerce, Information Society, IT indicators.*