Abstract: The purpose of this multinational study was to determine the similarities and differences among male and female purchasers and non-purchasers regarding their attitudes and opinions about E-commerce, related web sites, and buying behavior. In the fall of 2001 three University faculty members in Australia, England, and the United States surveyed business students. Results indicated that attitudes regarding E-commerce were similar across all three countries. E-Marketing at the Entrepreneurship interface appeared similar for students in English speaking countries.