

Lecture Notes in Business Information Processing

36

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Value Creation in E-Business Management

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Selected Papers

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Preface

Recent economic, political, and technological forces are changing the landscape of electronic business and electronic commerce. Although great strides have been made over the past in understanding, researching and advancing e-business, rarely have we witnessed its use so profound and yet its limitations so pronounced, than what has been on global public display for the past 18 months. As a result, new e-commerce strategies and techniques are emerging, collaborative value creation is essential and e-business models are being refined and developed, with special attention towards IS in financial markets, health care and related institutions. It is for these reasons (and many more) that we are so particularly excited and grateful for the collection of papers included in this *Value Creation in e-Business Management* LNBIP volume number 36.

The papers selected in this volume address these emerging e-business issues and are organized into four research lines: Business Models for the Digital Economy, Electronic and Mobile Commerce Behavioral and Global Issues, IS in Financial Markets and Institutions, Web 2.0 and E-Commerce and Collaborative Value Creation. The first group, *Business Models for the Digital Economy*, provides a closer examination of business models from a rich mixture of segments in the IT industry. They include Hoyer and Stanoevska-Slabeva's business model types for enterprise mashup intermediaries, Riehle's 'commercial' open source business model, Chen's interesting comparison between i-Phone versus Kindles in electronic book sales, and Lyons and coauthors business models in emerging online services. Also in this first section, Costa and Cunha, using the actor-network theory (ANT), provide an especially intriguing look into an actor's value proposition in virtual networks in complex business model design. Ruch and Sackmann's examination of customer's risk management in e-commerce and Stott and Taneja's realistic viewpoints from multiple stakeholders and their offering of DRM business model adjustments moving forward, round up an exceptional group of e-business model papers in this first section.

The second group, *Electronic and Mobile Commerce Behavioral and Global Issues*, provides multiple views of consumer behavior and perceptions in e-commerce. Yan and Dai's close examination of influential factors in consumer retail shopping decision making begins the second section, followed by Wan and coauthors novel inquiry into generational (age) gaps and their impact on the consumer's quality of goods perceptions. The next two contributions cover important user (consumer)-interface design considerations through Aljukhadar and Senecal's development of a website usability taxonomy and its impact on the performance of different types of websites and Islam's study of website interactivity effects on online retail shopping behavior. The remaining papers in this section shift towards a business / commercial perspective in e-commerce, with Tams' look into website trust and vendor reputation, Liu and coauthors' pricing strategies of homogeneous goods and addressing the question of high-reputation sellers charging more and, finally, Kokemüller and coauthors' comprehensive study of use cases in security issues of independent mobile sales agents and their offering security extensions as remedies.

The third group, *IS in Financial Markets and Institutions*, provides an exceptionally timely, candid and novel look into some of the most pressing issues confronting this space. The first two papers include Wang and coauthors' examination of the transformational aspects of people-to-people lending and Webb's innovative approach towards forecasting of U.S. home foreclosures. Both papers squarely address two emerging issues that have been dominating much of the recent business press in the U.S. The next three contributions include Schaper's revealing study of vertical integration and other economies of scales in organizing equity exchanges, Chlistalla and Lutat's look into new execution venues on the European market's liquidity and Wagner and Riordan's keen analysis of lead-lag effects in system latency in spot and future markets.

The fourth group, *Web 2.0 and E-Commerce and Collaborative Value Creation*, provides exceptional insights of the ever-increasing phenomenon of virtual social networks and their value proposition. The first paper by Gneiser and coauthors examines the levels of interconnectedness in social networks and their value, and the second paper by Kundisch and Zorzi examines social capital considerations through the quality of financial advice. The next three papers extend the collaborative value creation discussion by addressing older information technology (IT) issues but in a new context. Specifically, Blinn and coauthors examine design science but in a newer Web 2.0 social network setting, Bitzer and Schumann revisit the business / IT gap in service-oriented architectures (SOA) but in a newer mashup setting with its complementariness to SOA, and Zheng and Jin reexamine online reputation systems and draw sharp contrasts with new opportunities in the Web 2.0 era. Finally, Karhade and coauthors' evolutionary look into the use of business rules in IT portfolio management rounds up this sections exceptional collection of papers.

The collection of papers in this LNBIP volume were selected exclusively from the E-Commerce and E-Business (eBIZ SIG) tracks at the 15th Americas Conference on Information Systems (AMCIS) which was held in San Francisco, California, during August 6–9, 2009. Overall, 76 papers were submitted to eBIZ SIG related tracks at AMCIS 2009, 46 were accepted for conference and 25 were selected for this *Value Creation in e-Business Management LNBIP volume number 36*.

We would like to thank all of the contributing authors, the eBIZ SIG Track Chairs and reviewers who contributed to this effort. We would also like to thank Ralf Gerstner and Christine Reiss from Springer for their incredible support in the production of this LNBIP volume.

June 2009

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