Introduction to the Minitrack:
Managing Information on the Web

Ting-Peng Liang
Dept. of Info. Management
National Sun Yat-Sen Univ.
Kaohsiung, Taiwan, R.O.C.
liang@mis.nsysu.edu.tw

Michael J. P. Shaw
Dept. of Business Admin.
Univ. of Illinois at Urbana-Champaign
Champaign, IL 61820, U.S.A
m-shaw2@staff.uiuc.edu

Chih-Ping Wei
Dept. of Info. Management
National Sun Yat-Sen Univ.
Kaohsiung, Taiwan, R.O.C.
cwei@mis.nsysu.edu.tw

The proliferation of Internet and World Wide Web has created many technical and managerial opportunities and challenges for researchers and managers. It not only makes a large amount of online information available for decision making and strategic planning, but also empowers the development of advanced or innovative applications. The increased information complexity and diversity, however, create a strong demand for utilizing and managing the ever-increasing information effectively. Organizations need efficient, effective and scalable techniques for utilizing and managing Web information. On the one hand, we need to study the proper use of technologies for Web information modeling, environmental scanning, data mining, brokerage, security, etc. On the other hand, we need to explore the impact of the Internet on organizations as well as associated managerial challenges.

This minitrack consists of eight papers, organized into two sessions.

Session 1:
In “Transforming Business in the Marketspace” The 1998 Internet 100,” Dutta and Segev explore the degree to which organizations across different sectors and geographical regions were transforming their business models to exploit the unique opportunities of the marketplace created by the Internet and WWW. Web sites of 100 companies are scrutinized within a marketspace model that consists of the technological capability and the strategic business dimension. In “Strategies for Managing EUC on the Web,” Nelson and Todd examine what strategies organizations are using in their attempt to maximize the benefits of the Web for end users while mitigating the inherent risks. According to the survey conducted on twelve organizations via the Web, most organizations seem to be relying on a monopolist control strategy. The authors suggest that organizations take a proactive, formal posture toward EUC development on the Web. In “Antecedents of Customer Satisfaction on the Internet: An Empirical Study of Online Shopping,” Ho and Wu propose a research model for investigating antecedents of customer satisfaction on online storefronts. The analysis of the surveyed data indicate that the logistical support (including quick response, customer communication channels, quick delivery of goods and after-sale services) is the most important antecedents of customer satisfaction in the customer-oriented electronic commerce environment. In “Navigation Cues on User Interface Design to Produce Better Information Seeking on the World Wide Web,” Rumpradit discusses the importance of navigating through the Internet and the fundamental issues of human computer interaction on the WWW. An empirical study is conducted to examine the effect of different WWW user interfaces on user performance, confidence and satisfaction across different learning styles.

Session 2:
In “Object-Oriented Web Engineering for Large-Scale Web Service Management,” Gaedke et. al argue that the resource-based (usually file-based) web implementation does not provide abstractions for capturing higher-level design concepts and will result in the maintainability problem. Thus, the authors introduce the WebComposition model that is based on a prototype-instance object-oriented web application model. An application that illustrates the use of the proposed methodology for large-scale Web information management is detailed. In “An Intention Model-based...
Study of Software Piracy,” Hsu et. al examine the IT piracy issue which will be accentuated in the Internet environment. Synthesizing the theory of planned behavior, ethical decision making theory, self-efficacy theory and motivation-object-protect criminal theory, the authors propose a theoretical model for investigating factors that potentially influence individuals’ piracy act. The empirical results show that individuals’ piracy acts are directly influenced by their attitudes, subjective norms, and perceived deindividuation, while the attitude and subjective norms are influenced by individuals’ ethical perception of piracy issues and organizational ethical climates. In “Plugin-Based WWW Distribution of Private Information with Watermarking,” Dymond and Jenkin propose a Java applet-based privacy scheme for file distribution on the WWW. This mechanism provides for the encryption of data within a web page and for decryption of this information within the user’s browser. In the last paper, “A Framework for Managing Web Information: Current Research and Future Directions,” Liang, Shaw and Wei lay out the dimensions of managing Web information and develop a research framework for identifying the important research issues and future directions in this research area.