

## Electronic Marketing

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Electronic Marketing continues to be a growing research stream within electronic commerce. New techniques and models of marketing continue to be introduced and refined. Our minitrack continues in its fourth year to highlight some of the most interesting studies done in this area. This year, we have accepted papers in two areas: 1) quantitative, empirical research with strong theoretical underpinnings, and 2) novel methods and approaches, including case studies and frameworks, for envisioning and creating effective forms of online marketing.

The paper titled “Applying TAM To E-Services Adoption: The Mediating Role of Perceived Risk” by Mauricio S. Featherman and Mark A. Fuller extends the TAM model to the realm of e-services. They conduct three experiments to test a number of hypotheses and find that perceived usage risk is a key differentiating variable. Low risk and high risk perceivers are influenced by different factors.

The second paper is titled “A Retail Investor’s Perspective on The Acceptance of Internet Stock Trading” and it is authored by Joo Eng Lee-Partridge and Pei See Ho. Based on the Decomposed Theory of Planned Behavior, they test hypotheses pertaining to the acceptance of Internet stock trading. Their data, collected via many personal interviews, is analyzed with Structural Equation Modeling. The resultant model shows that subjective attitude and social factors influence acceptance.

“Studying Customer Evaluations of Electronic Commerce Applications: A Review and Adaptation of the Task-Technology Fit Perspective” by John D. Wells, Andrew Urbaczewski and Suprateek Sarker integrates the Task-Technology Fit theory (Goodhue 1998) with web usability studies. By doing so, this interesting paper derives a set of

constructs as well as a new instrument and research agenda. The preliminary results indicate that the instrument is useful and deserving of further development.

In their paper “The Conceptualization Of Trust, Risk And Their Relationship In Electronic Commerce: The Need For Clarifications”, David Gefen, V. Srinivasan Rao and Noam Tractinsky draw attention to potentially troublesome trends in the extant literature pertaining to trust and risk in electronic commerce. They raise concerns about a) conceptualizations of trust and risk that are unidimensional, b) whether trustworthiness is part of trust or a possibly different construct, and c) articulating relationships between trust and risk idiosyncratically without attention to prior articulations.

“The Fit of Two Different Models of Trust Formation: The Effect of 3<sup>rd</sup> Party Endorsements on Online Shopping” by Sarah P. W. Shek, Choon-Ling Sia, Kai H. Lim, details analysis performed to advance our understanding of the nature of initial trust and buying intention regarding Internet shopping, and to inform Internet firms about the relative effects of two different endorsement strategies.

Finally, in “B2B E-Markets focused on China: Assessment of Success Factors,” Mohamed Khalifa, Probir Banerjee, and Louis Ma, propose a framework for determining the success likelihood of B2B firms competing to serve Chinese organizations. The framework is based on the value proposition of e-markets, inter-organizational factors and the external environment consisting of infrastructure, regulatory environment and governmental support. The framework is also applied to assess the success of four prominent China-based e-markets.