

## ▼ Introduction to Electronic Marketing Minitrack

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Electronic marketing is an established and fast growing research stream within electronic commerce that continues to evolve. New methods, models, lessons and best practices continue to be tested, discovered, refined and advanced. The Electronic Marketing Minitrack, now in its eighth year, highlights several interesting studies.. We have accepted papers in two areas: 1) quantitative, empirical research with strong theoretical underpinnings, and 2) novel methods and approaches for envisioning and creating effective online/Internet marketing theory development or managerial best practice.

Ben Liu and Dale Goodhue explore the non-linear mechanisms of Website qualities, show the hygiene effect of trust in Website reuse and suggest that piecewise linear regression may be superior to quadratic regression in this context. Results suggest that a “middle” amount of trust is “enough” and that increasing the entertainment value of a Web site will have an impact on reuse at all levels/times.

In an exploration of Web 2.0 tools in marketing, such as blogs, wikis, on-line communities, and virtual worlds, best paper nominees Salvatore Parise and Patricia J. Guinan found four key principles that guided managers’ marketing actions: facilitating users to generate/contribute to marketing content, focusing on building community, not just content, ensuring authenticity of the message, and identifying opportunities through experimentation with digital media.

Hila Etzion and Scott Moore use a simulation model to investigate three selling regimes: dual channel with sealed-bid auction, dual channel with open-bid auction, and a single channel with posted price. They examine how the auction format affects the optimal design of the dual-channel, its performance relative to the single channel, and the sales in each channel. Results, consistent with previous research, shows that dual channels in which identical items are sold via auctions and posted price at the same time can increase sellers’ profit when designed correctly.

A new framework for personalization is devised by Anne Sunikka and Johanna Bragge, in an effort to provide a cohesive and comprehensive view of personalization. They suggest that personalization should be the umbrella term for both web personalization and mass customizing and customizing of tangible products, and they introduce the key concepts of one-to-one and micro personalization.

Jonathan Frank examines web accessibility for the blind through the lens of Corporate Social Responsibility (CSR) and using a model linking accessibility behavior to a retailer’s propensity to engage in CSR activities, the types of products and services sold, complexity of visual web content, and perceived threat of litigation resulting from an inaccessible site. Findings suggest that retailers have improved website accessibility after the National Federation of the Blind class-action suit against Target Corporation.

Using critical incident techniques, Nelson Massad and John Beachboard content analyzed 243 customer-reported unsatisfactory incidents to propose a deductive taxonomy of failures applicable to both product-oriented and service-oriented transactions. The final taxonomy offers insights and implications for research and practice.

Neil Rabjohn, Christy M.K. Chung and Matthew K.O. Lee study electronic word-of-mouth (eWOM) communication and online interpersonal influence. They found that information relevance and information comprehensiveness were the vital elements for influencing information usefulness and adoption within an online community. One key recommendation among many is that organizations become involved in virtual communities by providing richer and relevant information.

Do-Hyung Park and Ingoo Han investigate how consumers evaluate a product after reading conflicting online consumer reviews. They find that consumers’ responses to conflicting review evaluations differ depending on the target of message attribution and prior brand attitude. Practical implications include the importance of showing the variance as well as the average of star-rating scores, managing review content and developing selling strategies.