▼ Introduction to Competitive Strategy, Economics and IS Minitrack

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This minitrack begins with papers on e-mechanism design. R. Vragov, D. Shang, and K. R. Lang contributed "Should Online Auctions Employ Dynamic Buy-out Pricing Models?" They model buy-it-now options and show how the buyout price should change with time to maximize seller profit and buyer surplus, and discuss an experimental approach designed to document the performance gains. J. Stoesser, P. Bodenbenner, S. See, and D. Neumann's paper is next, and is entitled "A Discriminatory Pay-as-Bid Mechanism for Efficient Scheduling in the Sun N1 Grid Engine." The authors discuss a discriminatory pay-as-bid market mechanism and show how it outperforms the market-based proportional share approach, a prominent grid market mechanism.

M.E. Johnson kicks off the second session with "The Evolution of the Peer-to-Peer File-Sharing Industry and the Security Risks for Users." He explores various ways that P2P file-sharing users are subject to unintended security consequences via identity theft, loss of private business information, and worms, viruses and spyware. He considers "honey pot" experiments and industry dynamics that contribute problems. E.K. Clemons then discusses "Resonance Marketing in the Age of the Truly Informed Consumer: Changes in Corporate Strategy." His research provides fresh perspectives beyond the one-on-one marketing and collaborative filtering views to help firms strategize around the notion of "consumer informedness" in support of hyperdifferentiated marketing. S. Nevo and M. Wade round out the session with "Development and Validation of Scales to Measure the Strategic Potential of IT-Enabled Resources: A Resource-Based Approach." The authors propose measures to assess strategic potential of multiple types of IT-enabled resources, and test them on 150 managers of implemented IT projects.

The third session treats issues related to software and data. L. Gao and B. Iyer ask: "Partnerships between Software Firms: Is There Value from Complementarities?" They use "software stacks" to show value in firm alliances that link adjacent stack layers. R.M. Dewan and V. Storey contributed a model on "Guidelines for Setting Organizational Policies for Data Quality." They show the theoretical rationale for not having uniform data quality across the firm. The final session paper moves from considering data quality strategies in the firm to policies for effective management of national information security. I. Png, C. Y. Wang and Q. H. Wang wrote "The Deterrent Effect of Enforcement against Computer Hackers: Cross-Country Evidence." With a sample of sixteen countries, they show that government enforcement and prison sentences for hacking in Italy, Sweden, the U.S. and the U.K. are associated with a 12% reduction in the number of attacks against computer networks within 15-day event study windows.

The final session showcases two areas of research of long-standing interest to the minitrack: newly-vulnerable markets theory and move-to-the-middle theory. N.F. Granados, R.J. Kauffman and B. King's article is "The Emerging Role of Vertical Search Engines in Travel Distribution: A Newly-Vulnerable Electronic Markets Perspective." Meta-search agents lead to increasing vulnerability of industry intermediaries, especially information infrastructure-providing global distribution systems and distribution-based online travel agencies. Using vulnerable markets theory, they show how IT advances affect e-market intermediaries' positions relative to new secondary intermediaries, and why product and price transparency will speed this process. The last paper is by J. Dedrick, S.X. Xu and K. Zhu: "IT and the Number of Suppliers in a Supply Chain: Is there a Relationship?" They use U.S. manufacturing industry data to show non-correlation between e-procurement and number of suppliers at the aggregate level. The type of goods purchased moderates, so e-procurement is associated with more suppliers for custom goods but fewer for standard goods.

The co-chairs acknowledge the authors and the reviewers for their outstanding contributions, and congratulate the best paper nominees, whose paper titles are underlined in the paragraphs above.