Social Media and E-Business Transformation

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Social media are online platforms that facilitate global collaboration and sharing among users. New social media applications in e-business and e-commerce appear everyday and result in enormous shocks to the ecosystem of individuals and businesses. Consumers can easily obtain information from a vast, geographically dispersed group of people in social platforms. Meanwhile, these social platforms give retailers a wealth of options for reaching potential customers, communication and collaboration, and creating values to customers. Furthermore, social media are increasingly being used in organizations to improve relationships among employees and nurture collaboration and the sharing culture. Our minitrack provides a forum for the exchange of research ideas and best practices related to social media in e-business environments. This year, we have included several interesting studies done in this area.

Drawing on the relational dialectic perspective and social interaction theories, Chun Fung (Ben) Choi, Zhenhui Jiang, and Eugene Choon Hoe Yap propose a research model to examine the effects of cognitive and emotional reactions on self disclosure. The research model is tested on survey data gathered from 89 actual chat room users, and the results show that anonymity status, interaction intrusiveness, and disclosure by counterparts affect privacy concerns. Interaction intrusiveness and disclosure by counterparts influence negative affect. Additionally, privacy concerns and negative affect were found to be important in shaping self disclosure.

Ju-Yeon Ham, Jihun Park, Jae-Nam Lee, and Jae Yun Moon empirically test and compare four alternative models that explain members’ continued use intention in virtual communities. The four models were compared with LISREL 8.7 using survey data collected from virtual community users in Korea. The findings indicate that the third model built on the IS continuance model with social capital theory best explained the members’ continued use intention in virtual communities.

Siyuan Li and Elena Karahanna use an experiment to compare social network-based personalization with the traditional peer-based personalization approach of collaborative personalization. The findings indicate that social network-based personalization can provide accurate personalized offerings. These are as accurate as those of collaborative personalization when within the specific product category on which collaborative personalization is based and better than collaborative personalization when outside the specific category.

Building on the Preece’s two-dimensional model of community, Lili Liu, Christian Wagner, and Hauping Chen seek to understand the perceived value of virtual communities based on three site assets: community members, knowledge, and technology. Based on a survey of 144 users of the Slashdot site, they find that all hypotheses are statistically supported.

Sirkka Jarvenpaa and Virpi Kristiina Tuunanen report on a case study that illustrates how a company in the airline industry experimented with SMTs to socialize customers to participate in the company’s quest for renewing its brand. The company in question used boundary-spanning agents that facilitated a more experiential perspective to customer socialization. The case holds implications for customer co-creation theories that so far have largely overlooked customer socialization.