Electronic Marketing continues to be a vigorous research stream within electronic commerce. Our minitrack continues in its ninth year to highlight some of the most interesting studies 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.

“Online Auctions and Multichannel Retailing” by Jason Kuruzovich, investigates multichannel-retailing, the links between auctions and offline channels. The author uses data from eBay motors to investigate how seller resources, capabilities, and activities influence their online auctions. Results indicate that retail-location quality and the seller’s e-commerce capabilities are associated with the auction sale price, closing ratio, and sell-through ratio.

“Cultural, Individual and Device-Specific Antecedents on Mobile Banking Adoption: A Cross-National Study,” by Tommi Laukkanen and Pedro Cruz, examines antecedents of mobile banking adoption behavior by examining bank customers by their national culture, socio-demographics, consumer behavior and mobile phone characteristics, as well as by gender, household income, mobile service experience, and type of mobile device.

In “Digital Advertising’s Human Toll: How Implied Cost-to-User Affects Web Content Platforms (A Research Proposal),” Brian Dunn and Dennis Galletta explore the toll that advertising takes on users in terms of decreased likelihood of returning to the website, increased delay, and decreased task performance. The authors discuss expected and preliminary findings from a laboratory experiment in which subjects navigate a purpose-built Web site.

In “The Effect of Product Involvement and Need for Cognition on the Selection of Recommendation Sources,” Jingjun Xu, Izak Benbasat, and Ron Cenfetelli investigate three recommendation sources: online recommendation agents, consumers, and experts. They examine access to three sources based on the Certainty Effect and Elaboration Likelihood Model as well as the influence of product involvement and the need for cognition.

“Investigating Consumers’ Variety Seeking Behavior in the Light of Online Reviews: an Individual level Panel Analysis,” by Qingliang Wang and Kim Yong Goh, investigates variety seeking behavior when consumers are exposed to online reviews. Based on prospect theory and the competition literature, they develop hypotheses pertaining to variety seeking, quantity of reviews, and review ratings and they test two models.

In “The Impact of Observational Learning and Electronic Word of Mouth on Consumer Purchase Decisions: The Moderating Role of Consumer Expertise and Consumer Involvement,” Christy M.K. Cheung, Bo Xiao, and Ivy L.B. Liu examine electronic word of mouth and observational learning in the influence of consumer purchase decisions. They also investigate the moderating role of consumer expertise and consumer involvement.

“Revitalizing the P’s of e-Marketing with Customer Experience Management,” by Sophea Chea, Tung Bui, and Margaret Meiling Luo, proposes a formal approach to managing the customer experience in electronic markets. They do this by expanding the conventional 4Ps marketing mix model and incorporating four additional e-Ps including Push-pull-participative communication, Personalization, Promptness, and Privacy.

In “The Tradeoff Between Online Community Activity and Consumption: Evidence from Online Poker,” Petri Parvinen, Jerry Lindholm, and Maurits Kapteijn examine the relationship between poker playing and poker community activity at the level of the community and the individual player. They analyze longitudinal data from 4,475 online poker players over 58 months and find different results at the two levels.

“Social Brand Value and the Value enhancing Role of Social Media Relationships for Brands,” by Johann Füller, Roland Schroll, Severin Dennhardt, and Katja Hutter, introduces the concept of social brand value, the perceived value derived by exchange and interactions with other users of the brand within a community. They conduct a qualitative and a quantitative study to assess the value contribution of the social brand value for consumers.