Introduction to the Social Media and e-Business Transformation Minitrack

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Social media are online platforms that facilitate global collaboration and sharing amongst users. New social media applications in e-business and e-commerce appear on a daily basis and result in enormous shocks to the ecosystem of individuals and businesses. This minitrack provides a forum for the exchange of research ideas and best practices related to social media in e-business environments. It also aims to raise awareness in terms of the latest developments in social media, and address the challenges of using social media. This year, seven papers were selected for inclusion in the proceedings.

The first paper, “Foundations for investigating the drivers of the value captured by consumers embedded within social shopping networks” by Camille Grange and Izak Benbasat proposes an overarching conceptual framework that serves as a guide for investigating how online social shopping networks (OSSNs) generate value to their users.

The next paper by Sirkka Jarvenpaa, Rachel Lim, and Virpi Kristiina Tuunainen, “Ambidextrous socialization: Exercising control in a social media network”, illustrates the concept of ambidextrous socialization as an antecedent of clan control through a case study with Finnair.

Drawing from social role theory, Xiaolin Lin, Yibai Li, Christopher Califf, and Featherman Mauricio examined gender differences in the continuance of Facebook usage in their paper “Can social role theory explain gender differences in Facebook usage?” Based on the data collected from an online survey, they found significant differences between male and female users.

The fourth paper by Seyedreza Mousavi and Haluk Demirkan, “The key to social media implementation: Bridging customer relationship management to social media”, identifies key factors in implementation of IT-based solutions (with an emphasis on customer relationship management) in the social media context. The authors interviewed IT professionals and proposed a framework for implementation of social media solutions.

The next paper, “An infrastructure-in-practice: Cultivating enterprise microblogging” by Daniel Richter, Alexander Richter, Kai Riemer, Jakob Hamann, and Nadine Vehring, examines the use of microblogging at a large insurance company by means of genre analysis. The authors further compared and contrasted the current study with three similar studies they have conducted prior.

“Social identity and reciprocity in online gift giving networks”, by Timm Teubner, Florian Hawlitschek, Marc Adam, and Christof Weinhardt uses an online laboratory experiment to investigate the impact of social identity and reciprocity on trusting and cooperative behavior in dynamic gift giving networks. The authors found that the two dimensions as well as their interaction are important.

The final paper, “Organizational social media: A comprehensive framework and research agenda” by Wietse van Osch and Constantinos Coursaris, provides a review of the existing literature on social media. The authors integrated key concepts in the organization science and management domain and proposed a comprehensive research framework that can guide future work into this area.

We thank the authors for submitting their work to make this another engaging minitrack. We hope you enjoy the papers and their presentation at the conference.