Electronic Marketing continues to be a vigorous research stream within electronic commerce. Our minitrack continues in its eleventh year, highlighting some of the most interesting studies in this area. 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.

“Paid Search: Modeling Rank Dependent Behavior,” by Chris Anderson and Ming Cheng, models ad-rank and performance to develop a framework that can better determine the optimal keyword bidding strategy for an advertiser given the search engine’s control over ad-rank.

“Running and Chasing - The Competition between Paid Search Marketing and Search Engine Optimization,” by Kai Li, Mei Lin, Zhangxi Lin, and Bo Xing, investigates the competition between paid search and search optimization, finding that this competition is a game of running and chasing.

In “Customer Loyalty to C2C Online Shopping Platforms: An Exploration of the Role of Customer Engagement,” Christy Cheung, Xiabing Zheng, and Matthew Lee propose a model that examines the role of customer engagement in customer loyalty to C2C online shopping platforms. Results illustrate the importance of customer engagement in building customer loyalty to C2C online shopping platforms.

“Real-Time Adaptation of Influence Strategies in Online Selling,” by Maurits Kaptein and Petri Parvinen, describes a novel method of real-time adaptation, and introduces influence strategies as a useful level of analysis for personalization of online selling. Their proposed method incorporates three perspectives on real-time adaptation: the content of the appeal, the context in which the optimization is performed, and the computational method.

In “Effects of Attribute Framing Varying with the Elaboration in Online Shopping: An Eye-Tracking Approach,” Hsin-Hui Lin and Shu-Fei Yang study eye movement and the Elaboration Likelihood Model (ELM). They find that high elaboration is more susceptible to the framing effect on purchase intention, low elaboration is more susceptible to the framing effect on eye movement, and that eye movements are capable of predicting purchase intention under both high and low elaboration and low elaboration.

“Why Aren’t the Stars Aligned? An Analysis of Online Review Content and Star Ratings,” by Susan Mudambi, David Schuff, and Zhewei Zhang, investigates the misalignment of online review star-ratings and associated text. They find that misalignment occurs more often for (1) experience goods, and (2) goods that receive high star-ratings, and that this effect is especially pronounced for goods with both of those characteristics.

“Understanding Competition using Big Consumer Search Data,” by Daniel M. Ringel and Bernd Skiera, proposes and critically compares three methods that use consumer search data from a price-comparison site to identify, analyze and visualize competitive relationships between products. An empirical study of consumers searching in the consumer electronics product category provides insight into consideration set size and composition.

In “The Happiness Premium: The Impact of Emotion on Individuals' Willingness to Pay in Online Auctions,” Lingyao Yuan and Alan Dennis conduct an experiment to investigate the impact of positive emotion on individuals’ willingness to pay in online auctions. They find that individuals with mildly positive emotion paid a “happiness premium” by bidding about 10% more than those with neutral emotion.

In “Digital and Social Media in Pro Sports: Analysis of the 2013 Top Four,” Marlen Jurisch, Helmut Krcmar, Hans (Jochen) Scholl, Kai Wang, Yuan Wang, Grant Woods, Donghe Xu, and Yaxing Yao studied the characteristics of the 2013 UEFA top four football teams’ official team websites, social media and mobile applications, and found that the official websites of the 2013 top-four UEFA teams have slightly improved over time.