E-commerce, Engagement and Social Influence Minitrack

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E-commerce has fundamentally changed during the past few years through the ability to track customers’ activities, map their social networks and use social influence, approach them proactively, provide customized offerings and manage individual lifecycles. Moving from managing the community to managing its individual members within the community is the common denominator in many related developments. Customer co-created contents, service processes and virtual experiences represent some of the growing domains in this field. On a more practical level, the customer-specificity of the internet browsing experience in e-commerce applications and web stores is growing. While social media, mobile interaction and virtual worlds have already enabled customer-specific engagement, cutting edge applications using social influence, artificial intelligence and analyzing webflow user experiences represent the near future. A minitrack concentrating on these core developments of e-commerce and e-business is proposed for HICSS-48.

Research on cutting edge e-commerce, customer engagement and social influence practices requires awareness of the realities and possibilities of information systems management. At marketing-centric venues such as pure marketing and even e-commerce conferences, the starting point is often too much on the would-be-nice-to-have or who-uses-it-the-most type of dialogues. Digital marketing research without information systems understanding also ignores the fact that many of the developments are and will continue to be technology-pushed, and that these technologies emerge from information systems and computer science disciplines. Implementation and the management of the systems and infrastructure can also be mistakenly taken as granted. The HICSS conference and our minitrack represents a solution to some of these issues. More importantly, the e-commerce minitrack can be of interest to many HICSS attendees due to its combination of economic relevance, familiar business contexts and cutting edge technology.

The minitrack encouraged submissions from both cutting edge technology and business application. Fields of research that contribute to the minitrack include e.g. e-commerce, social commerce, online persuasion, behavior change, selling through social media, electronic word-of-mouth, automated customer response systems, collaborative technology, online customer service, salesforce and sales support digitalization, recommender applications, interactive persuasive technologies as well as digital key account management practices. This year the minitrack at HICSS attracted a good number of papers and the ones chosen for the conference included relevant topics like:
- Purchasing behavior in free to play games
- User-configurable online trading platforms
- Dynamics of crowdfunding platforms
- Impact of customer reviews on experience goods
- Trust transference in brick-to-click
- Pricing strategies of mobile apps
- Customer service in social media