Social media are online platforms that facilitate global collaboration and sharing amongst users. New social media applications in e-business appears on a daily basis and results 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, five papers were selected for inclusion in the proceedings. The accepted papers study emerging issues related to various aspects of new social media applications in e-business environment.

The next paper “Moving On: Predicting Continuance Intention on Social Networking Sites through Alternative Products” by Christopher Sibona and Judy Scott studies how Facebook user’s attitude towards the four alternative social networking sites (SNSs) (i.e., Twitter, Pinterest, Tumblr and Instagram) impacts their continuance intention. Authors concluded that users who perceive the three SNSs (Pinterest, Tumblr and Instagram) as an attractive alternative to Facebook have lower continuance intention to use Facebook.

The fourth paper, “Understanding the Factors Influencing the Online Group Buying Behavior from a Pull-Push Perspective” by Yongqiang Sun, Xiao-Liang Shen, and Nan Wang investigates how promotion information creates a pull force and how time constraint information creates a push force for online group buying behavior respectively. The research model was empirically tested using data collected from 199 online group buying site users in China.

With field experiment design, the last paper by Ahmed Doha, Maryam Ghasemaghaei, and Khaled Hassanein, “Group Bundling versus Traditional Bundling in e-Commerce: A Field Experiment”, examines the effects of different bundling type (i.e., traditional bundling and group bundling) on customers’ perceptions, which in turn drive their purchase intention.

We thank the authors for submitting their work to make this another engaging minitrack. In addition, we would like to thank reviewers who dedicate their time to furthering the papers submitted this year. Finally, we hope you enjoy the papers and presentations at the conference.