Introduction to the Minitrack on Social Shopping: The Good and Not so Good

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With the recent emergence in OSNs like Facebook and Twitter, more studies appear with regard to information search using OSN (Watts, Dodds, & Newman, 2002). Online social media such as blogs, wikis, and social networks are improving speed and reinventing communication. The usage of online social networks (OSN) is changing the e-commerce society from transaction-based to relationship-based (Kim & Srivastava, 2007). OSN are increasingly being used to obtain information, opinions, and to view discussions to make shopping decisions. Often consumers are faced with purchase dilemmas and there are many questions in mind that could potentially affect the outcome of the purchase decision.

How shopping DM is conducted with the support of online social networks (OSN) has not been explored sufficiently in research. Although the usage of OSN is growing rapidly, there is a poor understanding of how OSNs can provide support, influence and manipulate purchase decisions in general. The objective of this mini-track is to obtain insights and develop theoretical understanding on topics and issues related to the influence of OSN on consumption orientated shopping decisions. We welcome conceptual, theoretical, and empirical papers that enrich our understanding of OSN and how they support and influence shopping decisions. All methodological approaches are welcome.

This minitrack covers a broad range of topics associated with social shopping such as decision making, social media and networks, consumerism, influence and persuasion, fraud and deception, addiction, security and privacy, governance, risk, and compliance, processes and systems, and tools and technologies.