

Editor's Introduction

Service Innovations for E-commerce

A major impact of the recent evolution of information and communication technologies (ICT) is the creation and innovation of online services. The distance between the vendor and its customers becomes much closer and the whole service process becomes highly transparent because of the extensive use of ICT. In fact, ICT continue to drive business innovation and related services. Service innovation includes not only improving existing services but also creating highly efficient and customer-centric new services in a scientific way. It is a highly potential but under-investigated area where our research is often behind practical applications. Theoretical development, if any, is also very weak.

The four papers included in this issue share a common theme of service innovation in electronic commerce. They are selected from papers presented at the 2009 International Conference on Electronic Commerce and have gone through a rigorous process of review and revision to eventually become publishable. The first paper by Hsieh and Yuan proposes an expectation measurement model for customer-focused service design and innovation. The second paper by Ruta, Di Sciascio, Piscitelli, and Scioscia develops a framework to enable a ubiquitous Knowledge Base system in the mobile environment. The third paper by Huang, Shen, Feng, Baudin, and Zhang examines noise filtering and author behavior associated with online consumer reviews. The fourth paper by Yang, Tang, Wong, and Wei shows how machine learning techniques, such as class association rules and the naïve Bayes classifier, can be used to classify online consumer reviews into product feature classes and generate a summary. These articles are samples of service innovation research in electronic commerce and I believe more research along this line would be useful to reveal the value of information systems research in business.

Finally, I would like to thank Chris and Chih-Ping for their effort in putting together this interesting issue.

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