

Introduction to Social Media and e-Business Transformation Minitrack of the Collaboration Systems and Technologies Track

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Social media are online platforms that facilitate global collaboration and sharing amongst users. New social media applications in e-business and e-commerce appear on a daily basis and result 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 first paper, titled “Paid, Owned and Earned Media: A Qualitative Comparative Analysis revealing Attributes influencing Consumer’s Brand Attitude in Social Media” by Jens Mattke, Lea Müller and Christian Maier, aims at answering one research question: “How paid, owned and earned media influenced consumers’ brand attitude?” The authors came up with a research framework which argues that attributes (including entertainment, informativeness, irritation, credibility and product involvement) of paid, owned and earned media contribute to a positive brand attitude. Data were collected from an online survey and were analyzed using a configurational approach employing fuzzy set qualitative comparison analysis.

The second paper is also related to branding. In their work, “The relationship between gamification, brand engagement and brand equity”, Nannan Xi and Juho Hamari argue that consumers’ interaction with gamification features (including immersion, achievement and social) in a gamified online community shapes the brand equity through (emotional, cognitive and social) brand engagement. The hypotheses were validated using an online survey conducted among consumers from two gamified brand communities in China. The findings give some hints to brands on how to improve brand equity.

The next paper, titled “The Impact of Self-awareness of Being Observed on Patient Content Generation: An Empirical Examination from a Quasi Experiment” by Mingye Hu, Xiaoxiao Liu, Bo Sophia Xiao and Jingbo Shao aims at answering the research question “How does patients’ self-awareness of being observed by their own doctors in online healthcare platform influences their content generation behavior, including the volume of content they generate and the text-based characteristics of the content they generate?” Data was collected from a leading Chinese online healthcare platform and were assigned to a control group and a treatment group for quasi experiment.

“Impact of Interactivity on Guanxi Network Building in the Wechat Moments: A Social Capital Perspective” by Zhen Shao and Zhengyuan Pan” investigates how interactivity attributes promote users’ Guanxi network in the WeChat Moments, a popular mobile social community in China. The authors proposed that interactivity is positively associated with both social interaction and shared understanding, which are positively associated with each other and with Guanxi network. The hypotheses were validated by analyzing data collected from an online survey.

The last paper, titled “Gauge the Trade-off Effects between Social Media and Traditional Platform in the Consumer Purchasing Funnel” by Ran (Alan) Zhang, Daniel Zantedeschi, and Shivendu Shivendu, ambitiously attempts to answer two research questions: 1. What is the effectiveness of targeted advertising on social media, relative to that on the traditional platform, along with the consumer-purchasing funnel? 2. Does targeting on social media complement with or substitute to targeting on the traditional platform in impacting the final conversions for consumers at different purchasing stages? These questions were answered by analyzing data from a large international

travel and tourism company, which offers an expensive experience product, using machine learning techniques.

We thank the authors for submitting their work to make this another engaging minitrack. Their attempts help to deepen and broaden our understanding of the

issues related to social media and e-business. We hope you enjoy the papers and their presentation at the conference.