Introduction to Electronic Marketing Minitrack for HICSS-54

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While the pandemic results in our not being physically present together for enjoying the traditionally wonderful conference presentations and activities, we will feel in our souls the vibrant spirit of HICSS during January 4-9, 2021. We look forward to viewing the recorded presentations, and visiting online. In addition, we extend our heartfelt warm wishes to all who are part of, or related in some way to, the HICSS community, and we look forward to the next time when we shall meet again in person!! Wishing all a healthy and happy 2021.

This minitrack continues in its eighteenth year, highlighting several interesting studies in the area of electronic marketing. We have accepted papers in two areas: 1) quantitative, empirical research with strong theoretical underpinnings, and 2) novel methods and approaches, including case studies and frameworks, for envisioning and creating effective forms of online marketing.

With "In the Eye of the Reviewer: An Application of Unsupervised Clustering to User Generated Imagery in Online Reviews," Gijs Overgoor, Rohan Mestri, and William Rand employ an unsupervised cluster method for mining, and leveraging user-generated images (UGI) in online reviews. Using the deep embedded clustering model, they identify visual imagery that are associated with positive and negative reviews. This, in turn, can be used by managers when identifying areas to highlight in marketing activities, or aspects to improve. The data used are from the hospitality and tourism industry.

Verena Thürmel, Benedikt Berger, and Thomas Hess, in "Look What I'm Interested in! Toward a Better Understanding of How Personalization and Self-Reference Drive News Sharing," propose a comprehensive framework for investigating how personalization and self-referential cues impact users' sharing intention mediated by their cognitive and affective reactions, with an application for new articles/stories. The results reveal that indeed personalization and self-reference impact users' perceived preference fit and perceived enjoyment, which, in turn, drives news sharing.

In "Factors Affecting Negative E-WOM: A Literature Review and Merged Model," Margaret Meiling Luo, and Chih-Chia Chien perform a meta-analysis of 45 journal articles on negative electronic word of mouth (e-WOM) for better understanding the nature of its formation. They put forth 21 propositions, and identify the importance of intrinsic motivations, and provide managerial recommendations negative e-WOM with a holistic view that includes multiple levels of factors.

Emil Mirzayev, Zakaria Babutsidze, William Rand, and Thierry Delahaye, in "Use of clustering for consideration set modeling in recommender systems," look further into the challenging cold-start in recommender systems. While most approaches consider user-side, and item-side information in their systems design, they look at the case when user-side data are not available. They employ a novel recommender-system design approach based on two-stage decision heuristics to identify the structure of the final choice set, and then generate it using stochastic and deterministic approaches. Results were robust with respect to procedural factors.

Kim Cuong Thi Vo, and Tommi Laukkanen, in "Psychological Factors Predicting Organic Food Consumption in Social Commerce," extend the Theory of Planned Behavior to perceived information usefulness and the perceived consequences of social commerce use to examine consumer perceptions of the purchase of organic food. An empirical test in market conditions with limited access to organic food products via conventional grocery stores reveals that the perceived usefulness of organic food information in social commerce has a highly significant effect both on the consumer attitude to using social commerce and on the subjective norm. Perceived consequences influence the subjective norm and perceived behavioral control, but not on attitude. Attitude and the subjective norm significantly predict the consumer's intention to use social commerce for organic food purchases.

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