

Introduction to Electronic Marketing Minitrack

Bruce D. Weinberg
University of Massachusetts, Amherst
Weinberg@Isenberg.umass.edu

Lenita M. Davis
University of Wisconsin-Eau Claire
davislen@uwec.edu

Ajit Kambil
Deloitte LLP
akambil@deloitte.com

We anticipate being together again, in-person, and are honored to share these fine papers for the Electronic Marketing minitrack, which continues in its twentieth year as part of HICSS.

With “Can't Get No Satisfaction?” – The Case for Broadening Information Systems Research on E-Commerce,” Philipp Kernstock, Leonard Przybilla, Jason Thatcher, and Helmut Krcmar ask whether research should adopt a more encompassing view of information systems in e-commerce. They consider the construct of experience in proposing questions, and future research, with implications for theory, and practice.

Christopher Holland, and Anil Kavuri, in “Artificial Intelligence (AI) and Business Innovation in Insurance: A Comparison of Incumbent Firms versus New Entrants,” look at the insurance industry in building a triangle framework that can guide organizations with employing artificial intelligence for a range of practices, such as competition related actions. They illustrate use of the model in an application with incumbent, and new entrant, firms. Relevant trends, and research opportunities are overviewed.

In “Automated Detection of Skin Tone Diversity in Visual Marketing Communication,” Wen Xie, Gijs Overgoor, Hsin-Hsuan Lee, and Zhu Han, consider visual communications as a mechanism for, at least partly,

communicating an organization’s perspective with respect to diversity, and inclusion. To assess this, they propose a framework built on machine learning to create novel measures quantifying skin tone dynamics. The approach is used to analyze social media content, and provide assessments about diversity based on visual communications content.

Stephan Traut, Verena Thürmel, Thomas Hess, and Manfred Schwaiger, in “That’s Not Who I Am! Investigating the Role of Uniqueness and Belongingness for Designing Successful Personalized Recommendations,” explore the notion of consumers feeling misunderstood when engaging an organization’s personalization efforts. Using an experimental method, they find that misunderstanding can be reduced by considering consumer’s uniqueness, and feelings of belonging, and by making more transparent how an organization’s “inner workings”/process.

With “Making Third-Party Sellers More Attractive—The Case of Amazon,” Christian Straubert, Eric Sucky, Vanessa Felch, David Karl, and Delia Altewischer, explore consumer response related success-factors for third-party sellers on Amazon. Survey data are analyzed to reveal important elements, such as fulfillment, Prime logo use, and Prime membership.