The IADIS International Conference e-Commerce 2006 was hosted in Barcelona, Spain, December 9-11, 2006.

The main goal of this International Conference was the gathering of researchers, practitioners, students and anyone who works or studies in the field of e-business/e-commerce and related disciplines to discuss, present and observe the latest research results in the advances and applications of e-Commerce.

The topics for this Conference included the following thirty six areas:

- Development of e-Business
- e-Business Applications
- Barriers to e-Business
- Business-oriented e-Commerce
- Cases in e-Commerce
- Consumer-oriented e-Commerce
- Cryptography for enabling e-Commerce
- e-Commerce in developing countries
- Commerce Software
- Commerce Strategy & Implementation
- e-Communities
- e-Logistics
- e-Government
- e-Procurement
- e-Services
- Economics of e-Commerce
- EDI and the Internet
- Global e-Commerce
- Infrastructure for e-Commerce
- Internet payment systems
- Knowledge Management
- Managing Innovation
- Marketing on the Web
- Mobile Commerce
- Multimedia and Web casting on the Web
- Organisational and Managerial Issues
- Other e-Commerce Models and Applications
- Retailing in e-Commerce (e-Tailing)
- Social Issues for e-Commerce
- Supply Chain Management & e-Fulfilment
- Technical issues for e-Commerce
- The future of e-commerce
- Web advertising and Web Publishing
- The future of e-commerce technologies

The IADIS e-Commerce 2006 Conference had about 137 submissions from more than 30 countries. Each submission had been anonymously reviewed by at least two independent reviewers, to ensure the final high standard of the accepted submissions. The final result was the approval of 34 full papers, which meant that the acceptance rate was below 25%. A few more papers were accepted as short papers, reflection papers, doctoral consortium and posters. Extended versions of the best papers were published in the IADIS International Journal on WWW/Internet (IJWI).

The Conference, besides the presentation of full papers, short papers, reflection papers (the program was divided in seventeen parallel paper sessions), posters and doctoral consortium presentations also included two keynotes presentations.

**Keynotes Presentations:**

**CUSTOMER RELATIONSHIP MANAGEMENT IN A MULTI-CHANNEL SERVICE ENVIRONMENT – CHALLENGES AND RESEARCH OPPORTUNITIES** by Professor Veronica Liljander, Swedish School of Economics and Business Administration, Finland

**Abstract:**

Technology mediated services are rapidly changing the way in which consumers interact with companies but we know little about the effects that this will have on customer relationship strength. Services are now accessed partly or solely through computers, mobile devices, touch screen kiosks, and other technologies instead of through traditional face-to-face or voice-to-voice interactions with personnel. However, past research shows that relationship marketing outcomes are positively linked to precisely the existence of individual relationships between customers and firm representatives (Palmatier et al., 2006).
In particular, the Internet has become an essential core and supplementary service delivery channel in BtoC markets. There are numerous studies on self-service technologies but most attention has been given to customers’ adoption and evaluation of single channels, and considerably less research has been conducted on the challenges of serving customers through multiple channels. Customers are known to prefer different channels for different service needs (e.g., Lee, 2003), but channel-specific effects on relationship strength remains largely unexplored (cf. Verhoef and Donkers, 2005). Consumer dissatisfaction may rise, for example, from too high expectations on individual channels and channel-specific critical incidents that weaken the relationship. As observed in recent publications, the integration of channels forms a major challenge for companies. Therefore, there is also a need to study how consumers integrate their experiences. Consumers are likely to form individual integrated images of the company, and these images may not coincide with the company’s intentions, thus weakening the relationship. A research agenda is needed to address these and other challenges in a multi channel and technology-mediated environment. From a service and relationship marketing perspective, important research areas include: 1) customer perceptions of service quality and value of different channels (c.f. Fassnacht and Koese, 2006; Grönroos, 2006, Nordman and Liljander, 2004, Sousa and Voss, 2006), 2) customer integration of experiences across channels and its impact on relationship strength, and 3) the nature and determinants of customer commitment to the channel(s) vs. the firm.

THREE E-COMMERCE THEMES: SOFTWARE, RELATIONSHIPS AND TWO-SIDED MARKETS by Professor Charles Hofacker, Florida State University, USA

Abstract:

Software existed long before the widespread dissemination of the Internet, being used first to enhance physical skills and then to extend psychological characteristics; mostly cognitive abilities. Jaquard wrote a program for the loom, allowing lower skilled workers to perform complex weaving. Later, scientists wrote code to perform difficult calculations and business people wrote code for record-keeping, collating and sorting. Today, entrepreneurs are writing networked code to extend social characteristics, creating new ways to form relationships between people. Thus this address has three themes:

1. The software that is ubiquitous from the initial stages of the e-commerce value chain all the way to the consumer services cape;
2. The online relationships and the rhythm of relationship life cycles; and
3. Making or clearing two-sided markets in which software facilitates the exchange relationships between groups with complementary motivations.

The Best Papers:

E-RETAILING MANAGEMENT: ANALYSING THE SPANISH E-CONSUMERS BEHAVIOUR by Eduard Cristóbal Fransi, Universidad de Lleida and Frederic Marimon Viadiu, Universidad Internacional de Catalunya, Spain.

Abstract:

This article analyses various elements that influence the purchasing behaviour of online consumers. These elements include the aesthetic aspects of a website and the interactive processes that take place at the time of purchase. The study analyses the expectations and perceptions of a sample of Spanish online customers. On the basis of these attitudes, the sample of respondents is segmented. In addition, the main factors that determine online service satisfaction are identified. The analysis thus allows differentiation of both customers and service quality. The paper concludes with recommendations for online retailers who wish to operate a successful ‘virtual’ retail outlet.
MEASURING E-COMMERCE SATISFACTION: REWARD ERROR AND THE EMERGENCE OF MICRO-SURVEYS by Roland Sparks, Nick Desai, Perumal Thirumurthy and Cindy Kistenberg, Johnson C. Smith University, USA.

Abstract:

With advancements in technology and communication, e-commerce continues to grow at an amazing rate. In the United States alone, e-commerce sales totaled $81 billion in 2005 and are expected to grow to $144 billion by 2010. But with this growth comes a price—greater distance between buyer and seller. Loss of face-to-face contact increases both the importance and difficulty of measuring post-purchase consumer satisfaction for e-commerce transactions. The current method of measurement, using self-administered online surveys, creates new errors. This paper introduces the concept of “reward error” in survey data due to low-involvement people answering surveys without fully reading the questions. Results indicate that on average a low-involvement person reads only the first two questions of a survey and completes the rest of the survey without reading the remaining questions. This reward adds an average error of 4.11% to the survey results. Eliminating rewards saves costs and eliminates reward error in surveys. If rewards are used to increase responses, micro-surveys containing only one or two questions are recommended to minimize reward errors.

EXAMINING THE CONTINUANCE OF MOBILE INTERNET SERVICE USAGE: DEDICATION-BASED AND CONSTRAINT-BASED RELATIONSHIP PERSPECTIVE by Hee-Woong Kim, National University of Singapore, Singapore and Kee-Young Kwahk, Kookmin University, Korea.

Abstract:

Mobile Internet is a form of subscription and usage based IT service. Therefore, post-adoption behavior (continued adoption or discontinuance) of the customer is more important compared to conventional IT products and one-time services, where the initial adoption decision is considered more crucial. While previous research on continuance intention in marketing and e-commerce area has focused mainly on dedication based factors such as loyalty and satisfaction, this study has identified several antecedents of continuance intention based on the theoretical foundations of both dedication and constraint based relationship development. From a survey conducted on mobile Internet users, we have found satisfaction, perceived value, and familiarity to be significant to continuance intention while switching costs was not. This study has contributed to the IT continuance literature by providing an understanding of how continuance intention can be strengthened in mobile Internet users and to m-commerce domain by providing suggestions on how to retain mobile Internet customers.


In general the e-Commerce participants had a huge opportunity to present and observe the latest research results and ideas in the areas of e-Commerce.

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