

Electronic Commerce (Business)SYLLABUS

Applied Accounting Graduate Program

Faculty of Economics & Business UGM

Academic Year 2012 – 13

Course Description

This course discusses business movements in an internet-based social era. In this kind of environment, all intermodal transactions are made through the Internet. These are not only sales and purchases, but communications, collaborations, and information search process are also done electronically. Thus, this course discusses also the influence of e-commerce on business process, professions human behavior. This influencing process can be explained because e-commerce or e-business has three main components, namely technology, trade and human. Another topic discussed in this course is the drastic changes in the social structure viewed from the individual and industrial perspectives. These changes can also be considered a process toward a global business. However, this process may lead to good or bad consequences, and businesses based on e-commerce need to put more emphasis on the aspects related to green IT and green e-commerce.

The learning method of this class tends to push aside tutorials and employ more discussions on the pre-determined topics. Implicitly, the aim of this method is to elicit research or thesis ideas, and at the same time facilitates students to learn about current issues. After completion of this course, students are expected to have reached to the embryo of their research or thesis idea.

Course Objectives

This course aim to train students' skills and abilities and to improve their understanding and knowledge on IT-based transactions. In the process, students must be able to find embryonic ideas for their theses and researches. More specifically, the objectives of this course is for the students to (1) be able to understand and implement managerial orientations regarding e-commerce, integrated systems, global perspectives, interdisciplinary approaches in e-commerce, and the possibilities of failure in e-commerce; (2) be able to understand and implement real-world orientations of the existence and influence of e-commerce; (3) train students' skills and abilities to conduct a research and write a thesis paper based on solid theoretical concepts and research signals; and (4) improve students' skills and

abilities regarding recent e-commerce issues. At the same time, this course also discusses the reasoning of researches, both at the proposition formulation and hypothesis formulation levels.

Materials & Schedule

Date	Session	Topic of Discussion	Home Work
.../.../13	1	<p>Introduction</p> <p>Syllabus: Explanation</p> <p>Ch. 1: Overview of Electronic Commerce</p> <p>Ch. 2: E-Marketplace: Mechanism, Tools and Impacts</p> <p>Banker, R.D., Nan Hu, Paul A.P., & Jerry L. <i>CIO reporting Structure, Strategic Positioning, and Firm Performance. MIS Quarterly</i> Vol. 35 No. 2, pp. 487 – 504/June 2011.</p> <p>Mithas Sunil, Narayan Ramasubhu & V. Sambamurthy. <i>How Information Management Capability Influences Firm Performance. MIS Quarterly</i> Vol. 35 No. 1, pp. 237 – 256/March 2011.</p>	<p>-</p> <p>-</p> <p>RKB</p> <p>RKB</p> <p>RKA</p> <p>-</p>
.../.../13	2	<p>Ch. 3: Retailing in Electronic Commerce</p> <p>Ch. 4: Consumer Behavior, Internet Marketing & Advertising</p> <p>Grover S. Kearns and Rajiv Sabherwal. <i>Strategic Alignment between Business and Information Technology: A Knowledge-Based View of Behaviors, Outcome, and Consequences. Journal of Management Information Systems</i>, Vol. 23, No. 3 (Winter, 2006/2007), pp. 129 – 162.</p> <p>Adipat Boonlit, Dongsong Zhang & Lina Zhou. <i>The Effects of Tree-View Based Presentation Adaptation on Mobile Web Browsing, MIS Quarterly</i> Vol. 35 No. 1, pp. 99 – 121/March 2011.</p>	<p>RKB</p> <p>RKB</p> <p>RKA</p> <p>-</p>
.../.../13	3	<p>Ch. 5: B2B E-Commerce</p> <p>Jie “Jennifer” Zhang, Xiao Fang and Olivia R. Liu Sheng. <i>Online Consumer Search Depth: Theories and New Findings. Journal of Management Information Systems</i>, Vol. 23, No. 3 (Winter. 2006/2007), pp. 71</p>	<p>RKB</p> <p>RKA</p>

		<p>– 95.</p> <p>Hinz, O., Il-Horn & Martin Spann. <i>Price Discrimination in E-Commerce? An Examination of Dynamic Pricing in Name-Your-Own Price Markets</i>. MIS Quarterly Vol. 35 No. 1, pp. 81 – 98/March 2011.</p>	-
.../.../13	4	<p>Ch. 6: E-Supply Chains, Collaborative Commerce</p> <p>Lu, Y. & K. (Ram) Ramamurthy. <i>Understanding The Link Between Information Technology Capability and Organizational Agility: An Empirical Examination</i>. MIS Quarterly Vol. 35 No. 4, pp. 931 – 954/December 2011.</p> <p>Talon, P.P., Alain P. <i>Competing Perspectives on The Link Between Strategic Information Technology Alignment and Organization Agility: Insights From A Mediation Model</i>. MIS Quarterly Vol. 35 No. 2, pp. 463 – 486/June 2011.</p>	RKB RKA -
.../.../13	5	<p>Ch. 7: Innovative EC Systems</p> <p>Kai H. Lim, Choon Ling Sia, Matthew K. O. Lee and Izak Benbasat. <i>Do I Trust You Online, and If so, Will I Buy? An Empirical Study of Two Trust-Building Strategies</i>. Journal of Management Information Systems, Vol. 23, No. 2 (Fall, 2006), pp. 233 – 266.</p> <p>Aggarwal, N., Qizhi D. & Eric A. W. <i>The More The Merrier? How The Number of Partners in a Standard-Setting Initiative Affects Shareholder's Return</i>. MIS Quarterly Vol. 35 No. 2, pp. 445 – 462/June 2011.</p>	RKB RKA -
.../.../13	6	<p>Ch. 8: Mobile Computing and Commerce</p> <p>Katherine J. Stewart. <i>How Hypertext Links Influence Consumer Perceptions to Build and Degrade Trust Online</i>. Journal of Management Information Systems, Vol. 23, No. I (Summer, 2006), pp. 183 – 210.</p> <p>Wells, J.D., Joseph S.V. & Traci J.H. <i>What Signal Are You Sending? How Website Quality Influences Perceptions of Product Quality and Purchase</i></p>	RKB RKA -

		<i>Intentions</i> . MIS Quarterly Vol. 35 No. 2, pp. 373 – 396/June 2011.	
.../.../13	7	<p>Ch. 9: The WEB 2.0 Environment & Social Networks</p> <p>Kane, G.C. & Stephen P.B. <i>Centrality-IS Proficiency Alignment and Workgroup Performance</i>. MIS Quarterly Vol. 35 No. 4. Pp. 1063 – 1078/December 2011.</p> <p>Ferneaux, B. & Wade M. <i>An Exploration of Organizational Level Informations Systems Discontinuance Intentions</i>. MIS Quarterly Vol. 35 No. 3. Pp. 573 – 598/September 2011.</p> <p>Review for Mid-Term Examination</p>	RKB RKA -
.../.../13	MID	Mid-Term Examination	
.../.../13	8	<p>Ch. 10: E-Commerce Fraud & Security</p> <p>Eric T. G. Wang, Jeffrey C. F. Tai and Hsiao-Lan Wei. <i>A Virtual Integration Theory of Improved Supply-Chain Performance</i>. Journal of Management Information Systems, Vol. 23, No. 2 (Fall, 2006), pp. 41 – 64.</p> <p>Animesh, A., Pinsonneault, A., Sung B.Y., & Wonseok O. <i>An OddyseyInto Virtual Worlds: Exploring the Impacts of Technological and Spatial Environments on Intentions to Purchase Virtual Products</i>, MIS Quarterly, Vol. 35 No. 3, pp. 798 – 810/September 2011.</p>	RKB RKA -
.../.../13	9	<p>Ch. 11: E-Commerce Payment Systems</p> <p>Goel, L., Norman A.J., Iris J. & Blake I. <i>From Space to Place: Predicting Users' Intention to Return to Virtual Worlds</i>, MIS Quarterly, Vol. 35 No. 3, pp. 749 – 771/September 2011.</p> <p>Nah, F.F.H., Brenda E. & David D., <i>Enhancing Brand Equity Through Flow and Telepresence: A Comparison of 2D and 3D Virtual Worlds</i>, MIS Quarterly, Vol. 35 No. 3, pp. 731 – 747/September 2011.</p>	RKB RKA -
.../.../13	10	Ch. 12: Fulfilling E-Commerce Orders	RKB

		<p>Maryam Alavi, Timothy R. Kayworth and Dorothy E. Leidner. <i>An Empirical Examination of the Influence of Organizational Culture on Knowledge Management Practices</i>. Journal of Management Information Systems, Vol. 22, No. 3 (Winter, 2005/2006), pp. 191 – 224.</p> <p>Ransbotham, S. & Gerald C.K. <i>Membership Turnover and Collaboration Success in Online Communities: Explaining Rises and Falls From Grace in Wikipedia</i>, MIS Quarterly Vol. 35 No. 3, pp. 613 – 627/September 2011.</p>	<p>RKA</p> <p>-</p>
.../.../13	11	<p>Ch. 13: E-Commerce Strategy and Global EC</p> <p>Andrea Everard and Dennis F. Galletta. <i>How Presentation Flaws Affect Perceived Site Quality, Trust, and Intention to Purchase from an Online Store</i>. Journal of Management Information Systems, Vol. 22, No. 3 (Winter, 2005/2006), pp. 55 – 95.</p> <p>Banker, R., Sabyasachi M. & V. Sambamurthy. <i>The Effects of Digital Trading Platforms on Commodity Prices in Agricultural Supply Chains</i>, MIS Quarterly Vol. 35 No. 3, pp. 599 – 611/September 2011.</p>	<p>RKB</p> <p>RKA</p> <p>-</p>
.../.../13	12	<p>Ch. 14: Economics and Justification of EC</p> <p>Peter H. Gray and Alexandra Durcikova. <i>The Role of Knowledge Repositories in Technical Support Environments: Speed versus Learning in User Performance</i>. Journal of Management Information Systems, Vol. 22, No. 3 (Winter, 2005/206), pp. 159 – 190.</p> <p>Zhang, T., Ritu A. & Henry C.L. <i>The Value of IT-Enabled Retailer Learning: Personalized Product Recommendations and Customer Store Loyalty in Electronic Markets</i>, MIS Quarterly, Vol. 35 No. 4, pp. 859 – 881/December 2011.</p>	<p>RKB</p> <p>RKA</p> <p>-</p>
.../.../13	13	<p>Ch. 15: Launching A Successful Online Business</p> <p>Jolie C. Y. Lam and Matthew K. O. Lee. <i>Digital Inclusiveness—Longitudinal Study of Internet</i></p>	<p>RKB</p> <p>RKA</p>

		<p><i>Adoption by Older Adults</i>. Journal of Management Information Systems, Vol. 22, No. 4, Crossing Boundaries in Information Systems Research (Spring, 2006), pp. 177 – 206.</p> <p>Ayyagari, R., Varun G. & Russel P. <i>Technostress: Technological Antecedents and Implications</i>, MIS Quarterly Vol. 35 No. 4, pp. 831 – 858/December 2011.</p>	-
.../.../13	14	<p>Ch. 16: Regulatory, Ethical & Compliance</p> <p>Wonseok Oh, Michael J. Gallivan and Jong W. Kim. <i>The Market's Perception of the Transactional Risks of Information Technology Outsourcing Announcements</i>. Journal of Management Information Systems, Vol. 22, No. 4, Crossing Boundaries in Information Systems Research (Spring, 2006), pp. 271 – 303.</p> <p>Turel, O., Alexander S. & Paul G. <i>Integrating Technology Addiction and Use: An Empirical Investigation of Online Auction Users</i>, MIS Quarterly Vol. 35 No. 4, pp. 1043 – 1061/December 2011.</p> <p>Review for Final Examination</p>	RKB RKA -
.../.../13	FINAL	Final Examination	

RKA: Critical Article Review

Grade:

Grade	Score	Additional Explanation
A+	96 – 100	Students have no late submission of assignment.
A	91 – 95	
A-	86 – 90	
B+	81 – 85	Students have one late submission of assignment.
B	76 – 80	Students have two or three late submissions of assignment.
B-	71 – 75	
C+	66 – 70	Students have four to six late submissions of assignment.
C	61 – 65	
C-	56 – 60	
D	51 – 55	

F	00 - 50	Students do not submit more than three assignments
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Supplementary Materials

- Turban, Efraim, David King, Jae Lee, Ting-Peng Liang, and Deborah Turban (2010), *Electronic Commerce 2010: A Managerial Perspective*, 6th Edition, Boston: Pearson Education, Inc.
- Applegate, Lynda M., Austin, Robert D., and Soule, Deborah L. (2009). *Corporate Information Strategy and Management: Text and Cases*, 8th, Boston: McGraw-Hill International Edition.

Assessment:

Attendance: 90%; Mid-Term Examination: 10%; Final Examination: 10%; Case: 60%; Pop Quiz (6 times): 20%

Course Procedures:

- Students are required to study independently in accordance with the schedule and materials being discussed and they must always be ready for a test.
- Face-to-face meeting is not in a tutorial mode, but more of a discussion about the result of the reading process conducted by students and lecturer.
- Based on the two points above, if students have no questions in class, it is assumed that every student has already understood the material well.
- Students' participation, in the form of answering readily when the lecturer asks a question, is assessed by considering the quality of the answer with the grades 0, 1/4, 1/2, 3/4, and 1.
- Answers of the home work must be hand-written.

Course Rules:

- When the course is in progress, students are not allowed to use their computers or other electronic gadgets because this course emphasizes on the process of reasoning and making arguments.
- During the sessions, it is recommended that students not bringing the materials do not join the class.

Critical Chapter Summary (RKB) and Critical Article Review (RKA)

- RKA (Critical Article Review) covers the attached document, 3 pages at the maximum.

FOR RKA

TITLE:

AUTHOR:

JOURNAL:

1. Research problem or question
2. Why is problem/question important?
3. Author's approach to solving the problem
4. Assumptions about real world
5. Relevant theories
6. Hypotheses
7. Dependent and independent variables
Dependent variable:
8. Sample
9. Statistical tests
10. Results
11. Conclusions
12. Improvement/Extensions