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## Editorial: 5th world congress on the management of electronic business

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**Biographical notes:** Dr. Milena Head is an Associate Professor of Information Systems and the Director of the McMaster eBusiness Research Centre, Faculty Director for the World Congress on the Management of Electronic Business, and a Director of the annual McMaster eCase Competition. Specialising in electronic business and human-computer interaction, she has published in *International Journal of Human-Computer Studies*, *Interacting with Computers*, *Group Decision and Negotiation*, *Internet Research*, *Human Systems Management*, *International Journal of Internet and Enterprise Management*, *Quarterly Journal of Electronic Commerce*, *Journal of Business Strategies*, *Canadian Journal of Administrative Sciences*, among others, and has presented at numerous conferences. Dr. Head has been an invited speaker at many international events and she currently consults on electronic commerce strategy and implementation issues, website engineering and usability.

Professor Bart's research on mission statements has been published in journals such as: *The Journal of Management Studies*, *Business Horizons*, *CA Magazine*, *Long Range Planning*, *Healthcare Management Review*, *Industrial Marketing Management*, *International Journal of Technology Management*, and *The Journal of High Technology Management Research*. Dr. Bart has been named both 'Outstanding Undergraduate Business Professor' and 'MBA Professor of the Year'. In 1995, he received McMaster's highest teaching award: The President's Award for Teaching Excellence. He is listed in Canadian Who's Who, Who's Who in Canadian Business, and the International Who's Who of Professionals. He is also a founding member of The Directors College™.

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### 1 Editorial

The internet provides an incredible opportunity for electronic commerce. It is redefining how businesses relate to each other and their customers, as well as redefining how customers relate to each other and to the public and private sectors. Organisations of all sizes are being forced to consider the creative use of electronic commerce not only for business redesign, but also in many cases, for survival in the emerging global marketplace.

On January 14–16, 2004, the 5th World Congress on the Management of Electronic Business, jointly sponsored by the Management of Innovation and New Technology (MINT) Research Centre, the McMaster eBusiness Research Centre (MeRC), and the

Directors College at McMaster University, was held in Hamilton, Ontario, Canada. McMaster is widely recognised as one of Canada's most innovative universities, which was reflected in the unique and rewarding experience of the 2004 World Congress. This was the 25th World Congress Conference, and the 5th to focus on management issues surrounding electronic business. The Congress brings both academic researchers and professional practitioners together to present, discuss, and review the latest issues, trends, challenges, and opportunities of the electronic economy.

The McMaster World Congress offers academics and corporate leaders a unique environment to share and learn from each other's experiences and research in new e-business approaches. This year's conference was an international forum that attracted over 600 attendees from 35 countries. The following topics were among the many themes explored at the conference:

- new business models for e-business and industry implications
- integrating e-business with traditional business models
- critical success factors for e-business
- eGovernment initiatives
- eHealth innovations
- trust and long-term customer and trading partner relationships
- new technologies and their impact on the management of e-business
- impacts of e-business on corporate culture
- mobile commerce
- understanding online customers and meeting their expectations
- the impact of e-business on strategic planning.

This special issue of *Int. J. Electronic Business* includes some select papers from the 5th World Congress on the Management of Electronic Business. The papers included in this issue have been modified or extended from their original versions in accordance with reviewers' comments. In summary:

Krishnamoorthy Srikumar and Bharat Bhasker, in their paper 'Personalised Recommendations in E-Commerce', present a System for Personalised Recommendations in E-Commerce (SPREE) that combines the strengths of both collaborative filtering and data mining for providing recommendations. Recommendation services can add value to online shoppers at the click-through phase, basket-placement phase, checkouts, wish lists, etc. Such a system can also assist e-Business managers in selecting targets for various product/service promotions.

A key requirement for consumer-oriented e-marketplaces is the personalisation and customisation of products, services, and processes. Auctions and negotiations enable process customisation and personalisation. While online auctions are used when attributes are known and well-defined, negotiations are used when parties cannot define all relevant product or service attributes *a priori*. In their paper entitled 'Agent-supported Negotiations in the E-marketplace', Eva Chen, Gregory Kersten, and Rustam Vahidov present eAgora, an e-marketplace that allows buyers and sellers to engage in multi-issue negotiations. The main role of eAgora is to generate and critique offers and counter-offers. Such agents could act as rigorous advisors that facilitate consistent decision-making in an electronic marketplace.

The online environment presents new channels for customer interaction. However, ensuring a coherent, reliable service quality throughout all customer interaction channels is a challenge. Luuk Simons and Harry Bouwman address this issue in their paper entitled 'Multi-Channel Service Design Process: Challenges and Solutions'. They suggest that a certain level of method and structure has to be in place to ensure consistent multi-channel service quality. In their paper, they evaluate existing service and product design methods, and specify/substantiate requirements based on an analysis of multiple case studies.

Government portals can help to organise, unify, and tailor citizen-centric views of government services. However, if eGovernment is to be successful, change management issues must be addressed effectively both within government organisations and within the community of users as they adjust to new realities. Norm Archer addresses this important issue in his paper entitled 'An Overview of the Change Management Process in eGovernment'. After summarising the drivers and challenges to eGovernment, a generalised change management process is outlined and critical success factors are developed to evaluate progress for eGovernment change.

Brian Mead and David Wright provide an e-Business-oriented description of Federated Identity Management (FIM) in their paper entitled 'Healthcare Applications of Federated Identity Management'. FIM securely makes the identity of an individual (by passwords, biometrics, smart cards, digital certificates, or other methods) portable by sharing it across a group of websites. In their paper, Mead and Wright identify ways in which FIM can contribute to addressing security and privacy concerns in the healthcare industry. Such an identity management solution can facilitate moving away from cumbersome paper-based silos of healthcare information to seamless portfolios of value-added services.

The World Congress on the Management of Electronic Business seeks to address the challenges and opportunities of the electronic economy through its sharing of research and management issues. We hope that this issue of *International Journal of Electronic Business* will provide a flavour of the insights that were shared at this event and will help to further understanding in this new world of 'e'-possibilities.

### **Acknowledgment**

The guest editors of the Special Issue of the *International Journal of Electronic Business* would like to thank the editor in chief of IJEB, Dr. Eldon Y. Li, and all the reviewers for this special issue. To the authors with their papers selected to be published in this issue after international referee, we would like to show appreciation for their enthusiasm, commitment, and endless cooperation.