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## Editorial

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### Wilfred Vincent Huang\*

School of Business,  
Alfred University,  
Saxon Drive, Alfred, NY 14802, USA  
E-mail: fhuang@alfred.edu  
\*Corresponding author

### Juergen Seitz

Department of Business Information Systems,  
DHBW Heidenheim,  
Baden-Wuerttemberg Cooperative State University,  
Marienstrasse 20, 89518 Heidenheim, Germany  
E-mail: seitz@dhbw-heidenheim.de

### Zhen Zhu

Center for International Cooperation in E-Business,  
School of Economics and Management,  
China University of Geosciences,  
Wuhan, 430074, China  
Fax: +86-27-67883201  
E-mail: zhuzhen2008@gmail.com

**Biographical notes:** Wilfred Vincent Huang received his BS in Industrial Engineering from Purdue University, his MS and PhD in Industrial Engineering from State University of New York at Buffalo. He has been a Faculty of Alfred University since 1983. He is the George G. Raymond Chair in Family Business and Professor of Management Information Systems at Alfred University. He is the Director of Confucius Institute at Alfred University. His research interests include e-business and entrepreneurship. He has numerous publications in both fields, and is the Editor, Associate Editor and Guest Editor of *IJCCM*, *IJMS*, *IJISSC*, *IJNVO*, *IJSTM* and *IJITM*.

Juergen Seitz received his Diploma in Business Administration and Business Information Systems from the University of Cooperative Education Stuttgart, nowadays, Baden-Wuerttemberg Cooperative State University Stuttgart, Germany, and in Economics from the University of Stuttgart-Hohenheim. He received his PhD from Viadrina European University, Frankfurt (Oder), Germany. He is a Professor for Business Information Systems and Finance, and Chair of the Business Information Systems Department at Baden-Wuerttemberg Cooperative State University Heidenheim, Germany. He is the Editor, Associate Editor and editorial board member of several international journals. He is a member of Gesellschaft für Informatik (German association) and an executive council member of Information Resource Management Association, USA. He was and is a member of the programme or organising committee of several international conferences, e.g., the 11th Wuhan International Conference on E-Business 2012.

Zhen Zhu received his MS and PhD in Management Sciences and Engineering from China University of Geosciences (CUG), Wuhan, China. He is an Assistant Professor of MIS in the same university. His current research interests include e-business strategic initiatives, IT and entrepreneurship, and IT business value in e-supply chain. His research papers have appeared in the *IEEE Transaction on Engineering Management*, *International Journal of Networking and Virtual Organisations*, *International Journal of Information Systems and Change Management*, *China Management Review*, *Research and Development Management*, and in several proceedings of international conferences. He is a member of the Association for Information Systems (AIS).

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The penetration of internet has made electronic service (e-service) popular. Various Web 2.0 platforms, online financial service, and social networking sites (SNSs) have become a buzzword in the web-based business. The aim of this special issue is to identify effective technology designs, service capabilities, and professional usage as contributors to the business development and the service improvement. The special issue covers six articles representing the latest research in the field of e-services innovation, and usage in emerging economy, and attempt to address the designing issues and improving e-service capabilities for the emerging service operations.

The papers that make up this special issue are a representative collection of the leading topics presented at The Eleventh Wuhan International Conference on E-Business (WHICEB 2012), an affiliated conference of the Association for Information Systems (AIS).

The first paper 'Do the characteristics of online consumer reviews bias buyers' purchase intention and product perception? A perspective of review quantity, review quality and negative review sequence' by Ming Zhou, Mengwei Liu, and Dingna Tang, examines how the sequence of negative reviews, the quantity of online feedback text and the quality of online comments affect consumer purchase intention. The experiment's results suggest that the quantity and quality of online consumer product reviews have a positive effect on consumer purchase intention.

The second paper 'Exploring the factors motivating e-service users' WOM behaviour' by Hongxiu Li, Yong Liu, and Reima Suomi, investigates the factors influencing individual e-service users' word of mouth behaviour based on an empirical study in the context of online travel services. Their study finds that satisfaction, perceived usefulness and service quality affect e-service users' word of mouth positively.

The third paper titled 'Investigating Facebook and Google usage in Taiwan's college students' by Huey-Wen Chou, Kai-Chun Chang, and Yu-Hsun Lin, aims to investigate whether selected factors have differential predicting power with respect to the use of Facebook and Google services in Taiwan. Their study employs seven constructs: purposive value, hedonic value, social identity, social support, interpersonal relationship, personality traits, and intimacy as the factors predicting Facebook and Google usage. The results show that hedonic value and social identity constructs can significantly predict Facebook usage and that purposive value has significant predicting power on Google usage. The construct intimacy is the most significant factor in both Google and Facebook usage.

The fourth paper titled 'Research on financial coordinated supervision platform and supervision strategy for online payment under paperless trade' by Ping Song, Dan Huang, Qifeng Yang, and Yan Zhang, proposes an industrial value chain model of financial

coordinated supervision for online payment under paperless trade based on existing payment models in China, and designs a financial coordinated supervision platform for online payment under paperless trade. They also analyse the financial coordinated supervision strategy for online payment under paperless trade.

The final paper titled ‘An empirical study on the impact of non-tradable share reform on ownership structure and agency costs’ by Jun Huang and Feng He, examines the impact of non-tradable share reform on ownership structure and the influencing path on equity agency costs in depth. Data from listed companies is used to analyse the changes of relationships between ownership structure and equity agency costs after non-tradable share reform. The result of the research shows non-tradable share reform has a distinct impact on agency costs.