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## Introduction

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**Biographical notes:** 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 Business Administration and Economics from the University of Stuttgart-Hohenheim. He received his PhD degree from Viadrina European University, Frankfurt (Oder), Germany. He is a Professor for Business Information Systems and the Head 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.

Wilfred Vincent Huang received his BS, MS and PhD degrees in the USA. He is the George G. Raymond Chair and Professor of Management Information Systems at Alfred University. He has been a faculty of Alfred University since 1983. He is also the Director of Confucius Institute at Alfred University. His research interests include e-business and quality management. He has numerous publications in both fields, and is the Editor, Associate Editor and Guest Editor of *IJCCM*, *IJMS*, *IJSSC*, *IJNVO*, *IJSTM* and *IJITM*.

Nilmini Wickramasinghe is the Epworth Chair Health Information Management. She researches and teaches within the information systems domain with particular focus on developing suitable models, strategies and techniques grounded in various management disciplines to facilitate more effective design, development and implementation of IS/IT solutions to effect

superior, and patient centric healthcare delivery. She collaborates with leading scholars at various premier healthcare organisations throughout Australia, USA and Europe. She is well-published with more than 300 refereed scholarly articles, more than ten books, numerous book chapters, an encyclopaedia and a well-established funded research track record.

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The Annual Wuhan International Conference on E-Business (WHICEB) promotes intellectual research and facilitates academic and corporate networking in e-business and relevant fields. The conference aims at presenting innovative initiatives, solutions and approaches to making the internet a productive and efficient alternative for the new eWorld. As emerging digital environments generate new ways of communication and interaction between individuals, organisations and societies we need to examine the structures, processes and operations to ensure our migration to a more reliable eWorld. We also have to identify entrepreneurial opportunity of e-business and to help enterprises for the challenges ranging from technological to behavioural issues, from marketing to privacy issues, from effectiveness to security issues. Moreover, it is essential that managers, employees and citizens take actions at both the macro and the micro levels; our discourse focuses on designing suitable organisational configurations, effective and efficient processes, new kinds of products and services, and necessary infrastructures and technologies. In this global world, we need to leverage technologies and manage processes of services and products for the e-business.

We can clearly see this development if we look at the topics of the papers presented in the last years at the Wuhan International Conference on E-Business in Wuhan, Hubei, P.R. of China. In this special issue, we present a collection of selected papers from the 12th Wuhan International Conference on E-Business which took place end of May 2013 in Wuhan.

The papers that make up this special issue are as follows:

- 1 'The impact of boundary spanning capability, cultural differences on success of offshore information system outsourcing – from the vendors' perspective' by Yang et al. which focuses on how to overcome various boundaries such as cultural differences between clients and off shore vendors.
- 2 'A resource mapping framework for value co-creation in social media' by Yuan et al. which examines how to sustain high levels of customer satisfaction in social media.
- 3 Xu and Zhou examine the impact of the government's subsidy in the green supply chain for home appliances industry is studied by constructing a three-player game model among governments, home appliances enterprises and consumers in their paper 'A pricing model for governments' subsidy in the green supply chain'.
- 4 Sun and Lu investigate a newly developing area of importance that of health related websites and their acceptance to users in their paper 'An empirical study on user acceptance of healthcare website'.
- 5 Zhang et al. in their paper 'The model of making a price match based on automatic negotiated price for electronic commerce' propose a new sealed bargaining mechanism based on the electronic business negotiation model focusing on the opaqueness of information on demand and supply.

- 6 'Opportunistic claiming behaviour in two-sided markets' by Chen and Zhou looks at consumer opportunistic behaviour which has long drawn attention from both managers and scholars, but focus on its special application to two-sided markets which to date has been largely ignored.
- 7 Pan in the paper 'E-marketing under the adverse selection environment: model and case study' looks at the 'lemon' problem; namely adverse selection in regards to e-marketing.
- 8 Zhang et al. in the paper 'An empirical research of the factors affecting users to follow companies' microblogs' develop a research model through the perspective of elaboration likelihood model to examine factors relating to micro blogging.
- 9 'Assessing multi-channel consumers' convenience expectations of online order/in-store pickup service' by Ma et al. serves to examine how the need for control, a fundamental psychological trait, impacts multichannel consumers' expectation of the level of service convenience that online order/in-store pickup (OOIP) provides.
- 10 'Does online video-sharing advertising have diffusion gene?' by Liao et al. investigate critical issues with video sharing advertising.
- 11 In this paper by Su, 'Research of instrument to measure customer perceived service quality of mobile data services' issues regarding mobile data services are examined.
- 12 Bitter et al. in their paper 'Customer engagement behaviour in online social networks – the Facebook perspective' examine on-line social networking and customer engagement with Facebook.

On first glance this looks like a potpourri of papers; however on closer reading one sees that there exists key underlying themes such as cultural challenges, role for IS/IT and how to ensure a sustainable competitive advantage. Despite the many technology advances with IS/IT these are very real challenges that plague business around the world and thus the relevance of this compilation of papers is not just for the Asia Pacific region but globally as our global economy matures facilitated and propelled by a plethora of IS.IT solutions.

We trust our readers will enjoy this compilation of papers and find them thought provoking and inspire them to also contribute to this ongoing discourse of how best IS/IT can be leveraged to support our global economy and ultimately make our lives better.