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## Editorial

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### Wilfred Vincent Huang\*

Alfred University,  
Alfred, NY 14802, USA  
Email: fhuang@alfred.edu  
\*Corresponding author

### Juergen Seitz

Department of Business Information Systems,  
Baden-Wuerttemberg Cooperative State University,  
Marienstr. 20, 89518, Heidenheim, Germany  
Email: 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  
Email: zhuzhen2008@gmail.com

**Biographical notes:** Wilfred Vincent Huang received his BS in Industrial Engineering from Purdue University, 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 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*, *IJSSC*, *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.

Zhen Zhu received his MS and PhD in Management Sciences and Engineering. He is currently an Associate Professor of MIS at China University of Geosciences (CUG), Wuhan, China. 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, Information and 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, such as *International Conference on Information Systems*. He is a member of the Association for Information Systems (AIS).

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The services technology and services design has become a buzzword in the business transformation nowadays. This special issue aims to identify effective technology designs, services capabilities, and professional services guarantee as contributors to services improvement. The special issue contains five articles representing the latest research in the field of e-services innovation, privacy protection, and customer's behaviours in these emerging services.

The five articles are a representative collection of the leading topics presented at the 13th Wuhan International Conference on e-Business (WHICEB 2014). All papers have been extended by authors for the special issue.

The first paper entitled of 'The effect of service guarantee strength on service quality of online merchants' studies the relationship between service guarantees and service quality in Taobao (a popular online shopping platform) network settings. The authors report that service guarantee bring significantly positive impacts on information quality and interaction quality of online merchants.

Will the country image affects customer attitudes and purchase intention? The second paper entitled of 'The effect of e-WOM on country image and purchase intention: an empirical study on Korean cosmetic products in China' develops and validates the relationships among country image, electronic word-of-mouth and purchase intention of Korean cosmetic products. Authors report that while Korea's country image influences the purchase intention of cosmetics products mediated by electronic word-of-mouth, products image does not have similar effect.

E-business enterprises provide personalisation services for customers through managing their privacy information. However, customers benefit from personalisation while suffering from privacy loss. Authors of 'An analysis of dynamic game strategy of privacy protection in personalisation' use the game theory to explore the trade-off between consumers-benefit and corporate earnings when an incumbent adopts privacy protection in a perfect monopoly market. They find that a new enterprise enters a market with privacy protection would lose more profit, that means privacy protection umbrella create a barrier to new entrants. This strategy will help new entrants to design service capability by balancing customer privacy information.

Why do consumers migrate from PC-based shopping to mobile shopping is an important question for business practices. The fourth paper entitled 'What determines online consumers to migrate from PCs to mobile devices? – An empirical approach on consumers' internet cross-channel behaviours' presents a research model grounded on the push-pull-mooring (PPM) theory. The empirical results show that inconvenience, perceived high price, security, perceived usefulness, and perceived ease of use are the significant antecedents influencing consumers' channel migration intention of choosing mobile shopping; while the hypothesis of switching cost is not supported.

Along with the accelerating process of interest rate liberalisation, seeking a representative benchmark interest rate of the market is important for the fixed income products pricing in finance industry. The final paper entitled 'Term structure analysis based on a static model of inter-bank bond market' uses Nelson-Siegel-Svensson model and polynomial spline model fitting analysis to design financial service for choosing the appropriate method to fit the term structure of interest rates.