

VICTORIA UNIVERSITY OF WELLINGTON  
*Te Whare Wananga o te Upoko o te Ika a Maui*



**Faculty of Commerce and Administration**

**School of Information Management**

**INFO 404  
01/2005**

**eCommerce Research**

**Contact Details**

<b>Paper Coordinator:</b>	<b>Mary Tate</b> Room EA 234, Easterfield Building, Kelburn Pde, Kelburn Campus Ph:- 463 5265 Email: mary.tate@vuw.ac.nz
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<b>Dates:</b>	Tuesdays 22 February to 22 March, and 12 April to 17 May
<b>Times:</b>	9:00 – 12:00
<b>Venue:</b>	EA 001

**Course Objectives:**

In this paper you will be introduced to current research issues in e-commerce and e-business. Each week we will discuss a different topic by means of a mini-lecture providing a general orientation to the topic, followed by readings, understanding and critiquing research papers written by academics in the field.

The purpose of this paper is to expose you to some of the current research issues pursued by academics in e-commerce/e-business research, and the variety of research issues used to understand these issues.

**Learning Outcomes:**

After successful completion of this paper, you will understand:

1. Topics of current interest and importance in e-commerce/e-business.
2. Approaches used by academics to explore these topics and test hypotheses and propositions relating to these topics.

3. Ways to critique and understand the limitations to the approaches and methods used.

#### **Paper Content and schedule:**

Modules will more or less equate to lectures, depending on progress made each week.

1. E-commerce research: introduction to the course, assignments and philosophy.
2. E-everything: boundaries and diversity in e-commerce research; e-commerce, e-business, m-commerce, u-commerce....
3. Mobile Consumer Markets
4. Business cases in e-commerce research
5. Technology diffusion and acceptance
6. Assignment 1 feedback and discussion
7. Channel strategy
8. Quality Management
9. Trust and Risk
10. Marketing and Branding
11. Assignment 2 Feedback and discussion

#### **Resource Materials:**

A book of readings will be supplied. You will make extensive use of the University Library print and electronic media and appropriate use of Internet resources, but care should be taken to ensure that only authoritative sources are used. There is no set text.

#### **Course website:**

Full course details and course materials are, or will be, available on Blackboard at :

<http://blackboard.vuw.ac.nz>

#### **Course assignments**

The course assessments must be submitted to the Course Convenor for marking on the dates specified. The format for submissions and details of what is required for each assignment are given in the course assignments document. All assignments will contribute to the course mark of each student, according to the assessment ratio given below.

#### **Assessment:**

##### **Course assessment will be based on:**

Critique and discussion leadership 1	10%
Critique and discussion leadership 2	10%
Class participation	10%
Assignment 1: m-business case study	35%
Assignment 2: B2C Channel Strategy	35%
<b>TOTAL</b>	<b>100%</b>

##### **Article critique and seminar leadership (2 x 10%)**

For each class session, two teams of two students (depending in class numbers) will prepare and present a

detailed critique of a recently published article related to the topic for that week (approximately 1000-1500 words) This team will also lead the class discussion of the topic.

**Class Participation (10%)**

Each individual’s course participation will be monitored, the emphasis will be on quality, rather than quantity or frequency. Students are expected to attend every class, to read the readings for each week, and to come prepared to contribute to class discussion. Volunteers are preferred in class discussions, however you may be “cold called” at any time. The injection of a unique perspective into a discussion, inter-relating various analyses, and drawing together or synthesising things learned from a discussion will be particularly valued. Timely and useful questions can also be an effective contribution. Gathering and presenting information beyond the confines of the course readings will also be highly valued. Chip shots – brief “me too” comments that add little to the discussion – will not be highly valued.

**Assignment 1: m-business case study (35%)**

Due: 17:00 on Thursday 24 March, 2005 (the Thursday before the Easter Friday holiday, at the end of week 5). In this assignment, students will analyse a recent m-business case study. They will then link and evaluate the possible contribution of the theory presented in the readings from weeks 2-5.

**Assignment 2: B2C Channel Strategy (35%)**

Due: 9:00 on Monday 16 May 2005 (Monday of week 11)

In this assignment, students will perform fieldwork to gather first hand experience of the channel strategy and service quality of a local organisation. They will then evaluate their selected organisation using the theoretical frameworks presented in the readings from weeks 7-10.

**Workloads and Mandatory Course Requirements (Terms):**

You are expected to attend all course sessions, read assigned materials, and contribute to discussions. For each week of the course, plan to spend three hours in class, six to eight hours preparing for class.

**Attendance:** An attendance register will be kept. It is expected that Honours students will attend all classes and inform the course coordinator if for some reason they cannot attend.

**Mandatory Requirements:** To pass the course, you must gain a minimum of 40% on each item of assessment and a weighted average of 50% across all assessments. To obtain a fair distribution of marks relative to assignment difficulty, scaling of marks may be employed on some or all assessments.

**Tutorials:** There are no weekly tutorials for this course.

**Grading standards:**

Letter Grade	Number grade	Approx Dist'n *	Simple Description	More Complete Description**
A+	Over 84	4%	Outstanding	Far exceeds requirements, flawless, creative
A	80-84	10%	Excellent	Polished, original, demonstrating mastery
A-	75-79	14%	Very Good	Some originality, exceeds all requirements
B+	70-74	22%	Good	Exceeds requirements in some respects
B	65-69	26%	Satisfactory	Fulfills requirements in general
B-	60-64	18%	Acceptable	Only minor flaws. Unoriginal
C+	55-59	4%	Pass	Mistakes, recapitulation of course material
C	50-54	2%	Minimum pass	Serious mistakes or deficiencies
D	40-49	1%	Unacceptable	Little understanding, poor performance
E	00-39	1%	Fail	Below the minimum required

\* This is the hypothetical percentage of students that would attain the various levels of performance, over several repetitions of the course, under similar conditions. It is recognized that the distribution in a particular course, particularly with small enrolment, may differ markedly from the long-term distribution.

\*\* The lecturer will develop a more complete or specific description of the meaning of the various levels of performance based upon the specific nature of the assessment in a course. For example, performance may be determined by the qualities of a written report, a classroom presentation, or work in a group project. The words used to describe these kinds of assessments will obviously vary.

#### **Assignment Submission:**

##### ***Format of assignments:***

1. Indicative word count 3-4,000 words
2. All essays and assignments are to be submitted in both soft copy -- as an email attachment, and in hard copy.
3. Ensure that your name, student ID number and the assignment title are on the title page of the Assignment.
4. All references to other people's work should conform to the APA Style Guide, which can be found in the reference section of the Library. There are a number of web sites that give examples of how the APA guide is applied.

##### ***Assignment Word Counts***

Word counts are intended as a guideline for the approximate size of the required work, and are not normally a factor in marking unless the variance is large. Appendix material does not count toward the required assignment length.

##### ***Penalties for Lateness***

In keeping with standards of professionalism appropriate to this programme, it is expected that deadlines will be honoured. In fairness to students who complete work on time, work submitted after the due date/ time will incur penalties for lateness. The penalty is up to 5 % of the report's grade per day (or part thereof) late. Unusual or unforeseeable circumstances (eg serious illness, family bereavement) may lead to a waiver of this penalty but need to be discussed with the paper coordinator as soon as possible, and substantiated by documentary evidence.

#### **General University Requirements:**

Students should familiarize themselves with the University's requirements, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures, contained in the Statutes of the Calendar and read the requirements of this paper outline in that context. The Statute on Conduct ensures that members of the University community are able to work, learn and study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute contains information on what conduct is prohibited and what steps can be taken if there is a complaint.

The Statute on Conduct is published on the University's website (<http://www.vuw.ac.nz/publications/calendar>) or may be viewed at the Reserve Book Room in the University Library.

#### **Grievances:**

If you have any academic problems with your course, you should talk to the lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School, or the Associate Dean (Students) of your Faculty.

##### **Communication of Additional Information**

The primary means of communication for additional information about this course will be in-class announcements, and use of the announcements facility in the Blackboard site. Students are expected to check the Blackboard site regularly.

## General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

## Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: [www.vuw.ac.nz/policy/StudentConduct](http://www.vuw.ac.nz/policy/StudentConduct).

The policy on Staff Conduct can be found on the VUW website at: [www.vuw.ac.nz/policy/StaffConduct](http://www.vuw.ac.nz/policy/StaffConduct).

## Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website: [www.vuw.ac.nz/policy/AcademicGrievances](http://www.vuw.ac.nz/policy/AcademicGrievances).

## Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

*'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.*

### **Plagiarism is not worth the risk.**

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct ([www.vuw.ac.nz/policy/studentconduct](http://www.vuw.ac.nz/policy/studentconduct)) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at: [www.vuw.ac.nz/home/studying/plagiarism.html](http://www.vuw.ac.nz/home/studying/plagiarism.html).

### **Students with Disabilities**

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: [disability@vuw.ac.nz](mailto:disability@vuw.ac.nz). The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

### **Student Support**

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-coordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at [www.vuw.ac.nz/st\\_services/](http://www.vuw.ac.nz/st_services/) or email [student-services@vuw.ac.nz](mailto:student-services@vuw.ac.nz).

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union