



FACULTY OF COMMERCE AND ADMINISTRATION
STUDENT AND ACADEMIC SERVICES

Course Outline Approval Form

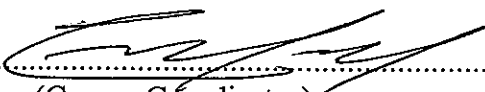

(Please complete one of these forms for each course)

Course Code (not CRN)	<u>INFO 404</u>	Trimester taught	<u>1</u>
Course Title	<u>e-commerce Research</u>		
Course Coordinator Name (please print)	<u>Eusebio Scornavacca</u>		
Scrutineer Name (please print)	<u>MARK TATE</u>		

We confirm that the Outline for the above course meets Faculty and University requirements as set out in the Course Outline Template, and as described in detail in the Assessment Handbook 2006, Section 3 *Course Outlines*.

Please note in particular paragraph 3.4 of the 2006 Assessment Handbook, that each course outline must be carefully checked and signed off as correct by another academic staff member (the scrutineer).

Please ensure that this completed form is sent, duly signed, to Anthea O'Sullivan, Room RWW111, by Friday 6 March 2009 for First Trimester courses.

Signed.....		
	(Course Coordinator)		(Scrutineer)
Date.....	<u>26/2/09</u>	<u>26/02/09</u>

School of Information Management

INFO404 e-COMMERCE RESEARCH

Trimester One 2009

COURSE OUTLINE

Names and Contact Details

Course Coordinator: Eusebio Scornavacca
Room: EA 203 Easterfield Building, Kelburn Campus
Phone: 463 6697
Email: eusebio.scornavacca@vuw.ac.nz

Trimester Dates (including study/examination period)
Monday 2 March to Wednesday 1 July 2009

Class Times and Room Numbers
Times: Thursday, 10.00-12:50
Venue: Room MY 531

Withdrawal dates: Information available via
<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawlsrefunds.aspx>

Course Content

Week	Date	Topic
1	5 March	THE IS DISCIPLINE Introduction to the course, assignments and philosophy.
2	12 March	EC LITERATURE Where to find e-commerce Research Readings: a) Mylonopoulos, N.A. and Theoharakis V. (2001). "Global perceptions of IS journals". Communications of the ACM, 44 (9), 29-33. b) Bharati, P. and Tarasewich P. (2002) "Global perceptions of journals publishing e-commerce research" Communications of ACM, 45 (5) p. 21—26

3	19 March	<p>LIVE CASE STUDY Bookhabit.com Preparation: Part 1 of assignment 1 should be completed before this class. Important Notice: Part 2 of assignment 2 is based on information provided during this class – make sure you do not miss this session.</p>
4	26 March	<p>E-VERYTHING Boundaries and diversity in e-commerce research; e-commerce, e-business, m-commerce, u-commerce.... Readings:</p> <ul style="list-style-type: none"> a) Wareham, J., J. G. Zheng and D. Straub (2005) "Critical themes in electronic commerce research: a meta-analysis". <i>Journal of Information Technology</i>. 20, 1-19. b) Scornavacca, E.; Barnes, S.J. and Huff, S. (2006) "Mobile Business Research Published in 2000-2004: Emergence, Current Status, and Future Opportunities" <i>Communications of the Association for Information Systems</i> Vol. 17, pp.635-646
5	2 April	<p>THE ANATOMY OF AN ARTICLE The fundamental elements of a research paper. Readings:</p> <ul style="list-style-type: none"> a) Al-Qirim, N. A. Y. and Corbitt, B. (2002). "An Empirical Investigation of an eCommerce Adoption Model in Small to Medium-Sized Enterprises in New Zealand" <i>Sixth Pacific Asia Conference on Information Systems</i>, Tokyo, Japan. b) Scornavacca, E.; Huff, S. and Marshall (2009) "Mobile Phones in the Classroom: if you can't beat them, join them" <i>Communications of the ACM</i> Vol. 52 No. 4.
6	9 April	<p>BENCHMARK The essential guide for article presentations. Reading:</p> <ul style="list-style-type: none"> a) Korner, V., Zimmermann, H.D. (2000): Management of customer relationship in business media-the case of the financial industry. . <i>Proceedings of the 33rd Annual Hawaii International Conference on System Sciences</i>.
Mid-Term Break: 13-24 April		
7	30 April	<p>E-MARKETING AND E-CRM Article critique</p> <ul style="list-style-type: none"> a) Javalgi, R. G., Radolovich, L. P., Pendleton, G., & Scherer, R. F. (2005). Sustainable competitive advantage of internet firms. <i>International Marketing Review</i>, 22(6), 658-672. b) Kimologlu, H. (2004). The "E-Literature": A Framework for Understanding the Accumulated Knowledge about Internet Marketing. <i>Academy of Marketing Science Review</i>, 2004(6), 1-36.

8	7 May	EC AND CHANNEL MANAGEMENT Article critique <ul style="list-style-type: none"> a) Neslin, S. A., Grewal, D., Leghorn, R., Shankar, V., Teerling, M. L., Thomas, J. S., et al. (2006). Challenges and Opportunities in Multichannel Customer Management. <i>Journal of Service Research</i>, 9(2), 95-112. b) Rowley, J. (2006). An analysis of the e-service literature: towards a research agenda. <i>Internet Research</i>, 16(3), 1066-2243.
9	14 May	TRUST IN E-COMMERCE Article critique <ul style="list-style-type: none"> a) Chau, P. Y. K., Hu, P. J.-H., Lee, B. L. P., & Au, A. K. K. (2007). Examining customers' trust in online vendors and their dropout decisions: An empirical study. <i>Electronic Commerce Research and Applications</i>, 6, 171-182. b) Wang, Y. D., & Emurian, H. H. (2005). Trust in E-Commerce: Consideration of Interface Design Factors. <i>Journal of Electronic Commerce in Organizations</i>, 3(4), 42-60.
10	21 May	FROM E-BUSINESS TO M-BUSINESS Article critique <ul style="list-style-type: none"> a) Zhang, J. J., & Yuan, Y. (2002). M-commerce versus internet-based E-commerce: the key differences. Paper presented at the Americas Conference on Information Systems 2002, Dallas, Texas. d) Hoehle, H and Scornavacca E. (2008) "Unveiling expert's perceptions towards the characteristics and value propositions of mobile information systems" International Conference on Mobile Business. Barcelona, Spain, July
11	28 May	MOBILE CONSUMER MARKETS Article critique <ul style="list-style-type: none"> a) Carroll, A; Barnes, S.J.; Scornavacca, E. and Fletcher, K. (2007) "Consumer Perceptions and Attitudes toward SMS Advertising: Recent Evidence from New Zealand" <i>International Journal of Advertising</i>. Vol. 26, Issue 1, pp.79-98 b) Wang, H.-C., Ku, Y.-C., & Doong, H.-S. (2007). Case Study in Mobile Internet Innovation: Does Advertising or Acquaintances Communication Decide Taiwan's Mobile Internet Diffusion? Paper presented at the 40th Hawaii International Conference on System Sciences, Hawaii
12	4 June	MOBILE PAYMENTS Article critique <ul style="list-style-type: none"> a) Heijden, H. v. d. (2002, June 17 - 19). Factors Affecting the Successful Introduction of Mobile Payment Systems. Paper presented at the 15th Bled Electronic Commerce Conference eReality: Constructing the eEconomy, Bled, Slovenia. b) Mallat, N. (2006). Exploring Consumer Adoption of Mobile Payments - A Qualitative Study. Paper presented at the Helsinki Mobility Roundtable

Although we intend to follow the schedule as closely as possible, variations may be necessary.

Brief Overview

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.

Course Learning Objectives

By the end of this course students should be able to:

1. Understand the broad domain of e-business research and identify key journals and conferences that publish research articles in this field.
2. Search for specific literature within the e-business domain
3. Identify and evaluate the fundamental elements of a research paper.
4. Critique and discuss existing research in e-business.
5. Identify key contributions of e-business research and apply them to practical business situations.

Expected Workload

You are required 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 and six to eight hours preparing for class. Additional time will be required for completion of course assignments.

Attendance: On-time attendance is mandatory. Do NOT miss class. Do NOT be late. Please inform the course coordinator if for some reason they cannot attend a session.

Readings

Readings will be supplied for each week via Blackboard. 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.

Assessment Requirements

The course assessments must be submitted to the course coordinator 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.

Course assessment will be based on:

Article critique	20%
Class participation	15%
Assignment 1: Clare's reading list	25%
Assignment 2: e-business case study	40%
Total	100%

Article critique (20%)

For each session, two students (depending on class numbers) will prepare and present a detailed critique of a recently published article related to the topic for that week. The presenters will also lead the class discussion of the topic. In addition, a handout of the PowerPoint slides presentation must be provided to class on the day of the presentation. No extensions can be granted on this assessment item.

Class Participation (15%)

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: Clare's reading list (25%)

Due: 1:00 pm on 13 April 2009. In this assignment students will have the opportunity to obtain first-hand experience with an e-business and its current challenges. First, students will explore the business. Students will develop the skill to search and identify key e-business research that is relevant to a practical business situation. This will create a useful 'exercise' for the examination of conceptual and theoretical issues related to current e-commerce research.

Assignment 2: m-business case study (40%)

Due: 1:00 pm on 8 June 2009. In this assignment, students will analyse a recent e-business case study. First, students will provide a summary of the business scenario. Second, they will identify a research problem in the case. Then, they will link and evaluate the possible contribution of each research article presented in the course readings to their specific research problem. Finally, students will provide a critical evaluation about how e-commerce research can benefit e-commerce practice.

Penalties

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 10 % of the report's grade per day (or part thereof) late. Unusual or unforeseeable circumstances (e.g. 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.

Mandatory Course Requirements

To pass the course, you must gain a minimum of 40% on each item of assessment and obtain an overall pass mark (See section 2 of the Assessment Handbook). To obtain a fair distribution of marks relative to assignment difficulty, scaling of marks may be employed on some or all assessments.

Grades

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	Fulfils 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.

Communication of Additional Information

Supplementary materials may be provided from time to time by the course co-ordinator. Communication of additional information may be made via email, announcements in class, or via Blackboard.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building on the ground floor (EA005). This counter is the first point of contact for:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting mis-referencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. *At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin.* You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to www.victoria.ac.nz/home/about/policy/students.aspx

For information on the following topics, go to the Faculty's website www.victoria.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

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. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: including the work of others will not be considered plagiarism as long as the work is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student

Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

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

Find out more about plagiarism, and how to avoid it, on the University's website:

www.victoria.ac.nz/home/studying/plagiarism.html

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.