Office Hours: T 10 a.m. to 12.00 noon. and others by appointment.
Any time I am in my office you may call or stop by to ask any questions pertaining to the class. Please call 334-4984 (you can leave a message if I am not there) or e-mail me if you wish to set a specific appointment. Call me at home in case of an emergency. My home phone number is 336-286-9933.

Prerequisite: ISM752, ISM762, or Permission of Ph.D. Program Director.

Required Materials:
All readings for the course will be posted on BlackBoard. Students will be assigned a number of readings from journals such as:
- Management Information Systems Quarterly (MISQ) & MISQ Executive
- Information Systems Research
- Communications of the ACM and other ACM Publications
- The Journal of MIS
- Sloan Management Review
- International Journal of Electronic Commerce
- Journal of Electronic Commerce Research
- Harvard Business Review

Description:
Internet technologies have had a significant effect on organizational processes and inter-organizational linkages. These technologies facilitate market exchanges, access to consumers, and collaboration. They also affect transaction economics and enable new business relationships within the supply chain. This is a doctoral seminar course that examines the assumptions, theories, and methodologies used in the study of the impact of Internet technology on organizations. The course involves extensive reading and discussion of the research literature. The goal of the course is to provide doctoral students with exposure to diverse theoretical approaches, methods, levels of analysis, and viewpoints that underlie research on the Internet’s impact on organizations and on markets. This course explores current research issues on the expanding field of electronic commerce (EC). Topics include: EC strategy, business models, e-marketing, internet advertising, CRM, trust, privacy and security, and other emerging trends.

Since this is a seminar not a lecture course, active class interaction is essential. Students are expected to come to class fully prepared to discuss all the readings on a particular topic. Class participation grades will be allocated on the basis of both the quality and the quantity of contribution.

Objectives:
At the end of this course, students will:
- Identify and evaluate potential researchable areas in EC
- Analyze how businesses can reach customers, link suppliers and improve the efficiency of business processes and functions
• Prepare research articles for conferences and journals
• Write professional reviews of articles related to EC submitted to journals and conferences
• Conduct literature analysis on different research issues in the topics listed above.

**Attendance:**
Absences without appropriate notice will negatively affect your course grade.

**Performance Evaluation:**
The course will be letter graded. A student’s final grade will depend on discussion review/summary (30%), class participation (20%), research project write up and presentations (50%).

**Electronic Mail:**
You should check your email regularly as I may send out frequent messages and you will be responsible for any information or announcements contained in the email messages.

**Assignments:**
1. **Class discussion and developing summaries/evaluations.** (30%)
   Each student will be required to lead one class discussion (about 60 minutes in all) during the course. The date and topic will be decided based on the topic of research interest for the student. Leading a discussion involves work before, during, and after the class session. The discussion leader should become familiar with all the readings and prepare themes and questions for class discussion. The student should meet with the instructor on the Monday before their assigned session to discuss the relevance of particular issues and themes. A handout for class distribution needs to be prepared. During class, the student will provide an introductory (10 minutes) overview of the important themes and issues raised by the readings. He/she will then facilitate the class discussion for about the next 40 minutes, and finally reaching closure to the session in the last 10 minutes. Grades for leading a discussion will depend on the level of preparation, framing of questions, and quality of discussion facilitation.

   Each student will be expected to develop summaries/evaluations for each class session (from 2nd week through 7th week). The reviews are to serve as quick review notes at comps time. The goal is not to simply summarize the readings but to frame the topic(s), provide a thoughtful evaluation of the material read, raise some theoretical or empirical questions, compare and contrast methodologies, approaches or findings across the readings. Summaries will be due by 9 am on the Friday following class meeting. Summaries must be posted in the digital drop box in BB (not under discussion forum). You are encouraged to take detailed notes during class so you can quickly summarize by the end of the day.

2. **Research Paper (50%)**
   Each student (or student team in pairs) is required to develop a review paper or an empirically-based paper by the end of the semester. This paper should develop a theoretical approach to a specific research issue associated with eCommerce. Specifically, the paper must cover:
   a) a research question/motivation, b) a discussion of the importance of the issue and a review of the relevant literature and c) a research model/framework. If the paper is theoretical, it should
include a set of propositions. If the paper is empirical, it should include an appropriate methodology and research design for examining it empirically.

An initial proposal (at least 3 pages not exceeding 5 pages) detailing the topic, research issues and relevant literature (not an exhaustive one at this point but the most relevant ones), proposed data source, and analysis approach is due by 6 pm Wednesday March 29th. The proposal must be posted on BB forum so all of us can have access to it. The proposals will be discussed in class on Thursday, March 30th. Each student should provide constructive comments on their peers’ proposal (this will be counted towards your class participation).

The full paper is due on Wednesday May 3rd by 6 pm (must be posted on BB forum), and should expand the proposal by including the items listed above and outlining a research plan (of how this research may be conducted) including the appropriateness of research methodology employed to investigate the research question, and expected outcome (contributions to theory and practice). Students will present their papers in class on May 4th.

Synopsis of due dates:
- Proposal – due March 29th, 6 pm (10% of your total grade will be assigned to this).
- Proposal discussion – March 30th (will impact your class participation grade)
- Initial draft of paper – April 24th by 9 am (at least 40% to 50% of the paper must be done) (5%). I expect you to have covered the basis for the paper – research question, motivation, and literature review.
- Final paper due Wednesday, May 3rd by 6 pm (30% of your grade). Failure to do so will have a significant negative impact on your grade.
- Class Presentation – Thursday, May 4th (5% of your grade). If more time is necessary, presentations will be extended to Friday.

Please adhere to the time line specified above. No incompletes will be awarded.

Any changes to assignments will be posted on BlackBoard.

Tentative Class Schedule
Any changes to schedule will be posted on BB. Readings for each of these meetings will also be updated on BB. Please check BB frequently to obtain readings and other relevant course related information.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Assignment Due</th>
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<tbody>
<tr>
<td>R, 3/16</td>
<td>Introduction, eCommerce/eBusiness Meta Analysis</td>
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<tr>
<td>W, 3/29</td>
<td>Proposal</td>
<td>Proposal by 6 pm</td>
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<tr>
<td>R, 3/30</td>
<td>Discussion of Proposals (1 hour), eHealthcare</td>
<td>Class Summary by 3/31 by 9 am</td>
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<tr>
<td>R, 4/6</td>
<td>Net impact on Market Structure, Firm Relationships and Integration</td>
<td>Class Summary by 4/7 by 9 am</td>
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<tr>
<td>R, 4/13</td>
<td>Privacy, Trust and Security Issues; Web accessibility</td>
<td>Class Summary by 4/14 by 9 am</td>
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<tr>
<td>R, 4/20</td>
<td>eGovernment, Global issues in EC/m-commerce</td>
<td>Class Summary by 4/21 by 9 am</td>
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<tr>
<td>M, 4/24</td>
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<td>Initial Draft due by 9 am</td>
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<tr>
<td>R, 4/27</td>
<td>TBD</td>
<td>Class Summary by 5/4 by 9 am</td>
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<tr>
<td>W, 5/3</td>
<td></td>
<td>Final paper due by 6 pm</td>
</tr>
<tr>
<td>R, 5/4</td>
<td>Paper Presentations (time to be confirmed)</td>
<td></td>
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Useful Web Sites

The following website will be useful as do research for the different class sessions and develop your research paper:

**www.isworld.org**: [http://www.isworld.org/customerservice/index.htm](http://www.isworld.org/customerservice/index.htm) (net based customer service)

[http://www.isworld.org/ijunglas/u-commerce.htm](http://www.isworld.org/ijunglas/u-commerce.htm) - ultimate commerce

Endnote libraries : [http://www.isworld.org/endnote/endnote.htm#libraries](http://www.isworld.org/endnote/endnote.htm#libraries)

[http://www.jstor.org/](http://www.jstor.org/)  This web site contains a large number of articles published in top-ranked economics journals.

[www.rhsmith.umd.edu/ces/](http://www.rhsmith.umd.edu/ces/) University of Maryland’s Center for e-Service.

[ebusiness.mit.edu](http://ebusiness.mit.edu) - MIT research group. Contains a fair number of ecommerce links and publications.

[www.stanford.edu/group/scforum/](http://www.stanford.edu/group/scforum/)  The Stanford Global Supply Chain Management Forum

[http://www.misrc.umn.edu/](http://www.misrc.umn.edu/) The University of Minnesota MIS Research Center

**Academic Integrity**

Students are encouraged to review the University’s Academic Integrity Policy in the student handbook or on-line at [http://saf.dept.uncg.edu/studiscp/Honor.html](http://saf.dept.uncg.edu/studiscp/Honor.html). The instructor should be contacted if any questions related to academic integrity arise.