

E-Business and Globalization

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Aims and Objectives

This course aims to equip students with the necessary foundations in understanding the development of electronic business in the worldwide, especially in developing countries like China, and related skills to find interesting research topics under the context of e-business development and globalization at a postgraduate level. The course examines the problems with multi-disciplinary in nature, covering topics such as the development of electronic commerce in China, the supportive technologies for the business, various issues in the economics and management, as well as related research methods in relation to the topics referred.

Responsibilities of Participants

1. Read the assigned books/articles and be prepared to answer the possible questions that might come up during the class meetings.
2. Take responsibility for preparing 20-30 minutes of presentations for topics assigned to you.
3. (optional) Prepare a written research proposal that includes the following:
 - research topic to be investigated (i.e., general research questions),
 - importance of chosen research topic (theoretical and managerial motivations),
 - previous research on this same topic (i.e., literature review)
 - research design to answer the research question

Reading materials:

New Forms of Work in the Digital Economy

Chapter 4. Management Issues of eBusiness and Globalization

In this chapter, students will be introduced various topics in management, such as the privacy issues varying on countries; cultural differences in website design and consumer decision making; the influences of advertising in global countries; impacts of recommendation systems; among others.

Reading materials:

1. Cyr, D., Head, M., and Larios, H. 2010. "Colour Appeal in Website Design within and across Cultures: A Multi-Method Evaluation," *International Journal of Human-Computer Studies* (68:1), pp. 1-21.
2. De Mooij, M., and Hofstede, G. 2010. "The Hofstede Model: Applications to Global Branding and Advertising Strategy and Research," *International Journal of Advertising* (29:1), pp. 85-110.
3. Mazaheri, E., Richard, M.-O., and Laroche, M. 2011. "Online Consumer Behavior: Comparing Canadian and Chinese Website Visitors," *Journal of Business Research* (64:9), pp. 958-965.
4. Miltgen, C. L., and Peyrat-Guillard, D. 2014. "Cultural and Generational Influences on Privacy Concerns: A Qualitative Study in Seven European Countries," *European Journal of Information Systems* (23:2), pp. 103-125.
5. Sia, C. L., Lim, K. H., Leung, K., Lee, M. K., Huang, W. W., and Benbasat, I. 2009. "Web Strategies to Promote Internet Shopping: Is Cultural-Customization Needed?," *MIS Quarterly*, pp. 491-512.
6. Vrontis, D., Shoham, A., and Shneor, R. 2012. "Influences of Culture, Geography and Infrastructure on Website Localization Decisions," *Cross Cultural Management: An International Journal* (19:3), pp. 352-374.
7. Xiao, B., and Benbasat, I. 2007. "E-Commerce Product Recommendation Agents: Use, Characteristics, and Impact," *MIS Quarterly* (31:1), pp. 137-209.