Grand Canyon 6: eBusiness Strategies

Evolution of multichannel strategies of store-based retailers in the US
Authors: Thomas Adelaar (University of Amsterdam), Charles Steinfield (Michigan State University) and Stephan Idema (University of Groningen)

The goal of this paper is to study retailers over time and along product classification to assess its effects on the variations in multichannel retailing. This enhances our view on the strategic opportunities regarding the implementation of e-commerce strategies and management of channel portfolios. The results can help managers to assess their positioning along search and experience goods, and use it to learn from novel multichannel usages within their own and product-related industries. It further helps managers to determine their competencies and to gain insight into available options of multichannel strategies that best fit the type of products sold and available resources and capabilities.

Enterprise System Implementation: a simulation based assessment technique
Authors: Salvatore Cannella (University of Palermo), José David Canca Ortiz (University of Palermo) and Elena Ciancimino (School of Engineers. University of Seville)

The objective of this paper is to presents an Enterprise System (ES) ex ante no-cost based evaluation technique, developed in three steps. The proposed technique enables to perform a pre-emptive analysis of the effects of an ES implementation, based on a system of referenced non financial performance metrics. The innovativeness lies in the use of a simulation model fully integrated into the evaluation procedure. Both researchers and practitioners are expected to benefit from the presented technique. Researchers can extend it to further modelling approaches and test it on different ESs. Two quantitative tools, the Metric System Chart and the Alignment Table, provide practitioners with a measurement system that enables an exhaustive analysis of the effects of a given ES implementation and that can be joined to a financial evaluation.

Adoption of Identity Theft Countermeasures and Its Impact on Market Value of Global Firms
Authors: Alvin Chung Man Leung (University of Texas at Austin) and Indranil Bose (University of Hongkong)

Identity thefts have long plagued the e-commerce industry. Many companies have considered adopting relevant countermeasures. Using the event study methodology, this research analyzes the returns of investment of such adoption. The research results show that announcements associated with US companies and the financial services industry are rewarded more generously by investors. This research may contribute to the understanding of market return of adoption of anti-identity theft measures and thus facilitate industrial practitioners to make better investment decisions about such measures. Apart from traditional CAPM model, which has been widely adopted in the IS literature, we also use the Fama-French 3-factor model and another model that considers global market movements to support the findings. This research aims to enrich the growing event study literature in the IS area and provide useful guidelines regarding adoption of anti-identity theft measures for companies.