

Introduction to the Minitrack: Managing Information on the Web

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The proliferation of Internet and World Wide Web has created many technical and managerial challenges as well as opportunities for researchers and practitioners. On the one hand, the increased information complexity, diversity, and the uncontrolled information growth call for better information technologies to support information identification, organization, analysis, dissemination, maintenance, and quality assurance. On the other hand, the large amount of information available on the web not only facilitates organizational decision-making, but also empowers the development of advanced applications such as knowledge management, knowledge discovery and data mining, and environmental scanning on the Internet. The strategic potentials of web information need to be explored. Furthermore, web information may have impacts on the way information is managed within organizations and on the rise of new information-based and knowledge-intensive organizations. Thus, impacts of web information on competition, organizations, and market structures deserve more studies. The purpose of this mini-track is to share research results and findings from technical and managerial studies on managing information on the Web.

This year, we accepted seven papers. The first paper, "Designing for ROI: Toward a Value-Driven Discipline for E-Commerce Systems Design," by Hahn et al., proposed a value-driven systems design methodology for e-commerce Web sites. In their proposed methodology, value creating opportunities and value diminishing problems are identified through the analysis of actual customers' Web site usage behaviors. The result can be used to facilitate the design of additional Web site features or the redesign of existing functionalities in order to increase business performance and maximize design ROI.

The second paper, "Determinants of Voluntary Dissemination of Financial Data at Corporate Web Sites," by Ettredge et al., examined firms' incentives for the dissemination of both required filings and voluntary financial data at corporate Web sites. The empirical results suggested that a Web-based dissemination policy of a firm for voluntary disclosures would be affected by its size, its need to access the capital markets and to reduce

information asymmetry, and its overall disclosure policy.

The third paper, "Internet Technology Adoption as An Organizational Event: An Exploratory Study Across Industries," by King and Gribbins, argued that individual-based technology acceptance models may lack explanation power for understanding Internet technology adoption. Their findings demonstrated that the adoption of Internet technology indeed involved top management's considerable effort in contemplation and justification and suggested that IT departments' technological readiness facilitated the adoption process.

The fourth paper, "Image Browsing for Infomediaries," by Yang et al., proposed an image browsing technique to facilitate search of feature-based products in the e-commerce environment. Specifically, they implemented an image-based retrieval system with the proposed image browsing technique and evaluated the performance of the proposed technique using the textile products as the testing application.

The fifth paper, "A Design and Implementation of XML-based Mediation Framework (XMF) for Integration of Internet Information Resources," by Lee et al., proposed a new approach for integrating Internet information resources. Based on the mediator-wrapper architecture, the proposed XMF approach provides end users with an integrated view of the underlying information sources.

The sixth paper, "Towards Integrating Hypermedia on the Web," by Chiu et al., proposed a framework for integrating hypermedia services with Web information systems. Specific benefits and research issues as well as challenges of integrating hypermedia with Web information systems were elaborated within the proposed framework.

Finally, the paper "Discovering User Interests from Web Browsing Behavior: An Application to Internet News Services," by Liang and Lai, presented a time-based approach that analyzed the browsing content and time to determine user interests. An empirical study using actual news provided by the *China Times* showed that the proposed technique outperformed the traditional headline news compiled by news editors in both objective performance indices and customer satisfaction.