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# E-Innovation for Competitive Advantage in Collaborative Globalization

Technologies for Emerging  
E-Business Strategies

**Hugh M. Pattinson & David R. Low**



Advances in E-Business Research Series

## About the Contributors

**Hugh M. Pattinson** is Senior Lecturer in the School of Marketing at the University of Western Sydney. He recently completed a PhD on applying storytelling and decision systems analysis to new Internet-based software application development and delivery. Other areas for research focus include scenario planning and its application in marketing, scenario planning of new and emerging e-business technologies, negotiation research from a complex systems perspective, and new methodologies for analysis and visualisation of unstructured information. He also maintains a strong research interest in strategic alliances and Internet marketing. Pattinson has a substantial record of curriculum development particularly in the area of e-marketing and e-business and was the Director of E-Business Marketing Programs in the Faculty of Business at UTS. He has developed several courses and subjects from pre-university level through to MBA and Executive MBA courses. Prior to joining UTS, he spent over 12 years in various marketing roles within the information technology industry including Channels Marketing Manager, Competitive Intelligence Manager, Marketing Business Analyst, and Market Research Consultant.

**David R. Low** is Head of the School of Marketing at the University of Western Sydney. Since his appointment to UWS he has written and implemented a program of studies in E-Marketing at both the undergraduate and postgraduate levels. Prior to joining UWS he was a lecturer in E-Marketing at the University of Technology, Sydney. His research interests include cross cultural issues; country of origin studies, ethnicity, market orientation, firm performance, e-marketing, innovation, SMEs, and the use of technology in business value chains. His research has appeared in many industry publications as well as the *International Journal of Cross Cultural Management*, *International Journal of Employment Studies*, and the *Employment Relations Record*. Low has been involved in a number of successful competitive grants involving projects investigating the role of ICT in manufacturing firms. Low is a member of the *Australian Market and Social Research Society* as well as a graduate member of the Australian Institute of Company Directors and a member of the Australia-New Zealand Marketing Academy (ANZMAC). He is currently a Director of the Western Sydney Business Connection, a networking based organisation in the same regional area as the University of Western Sydney, and he is Chair of the Riverside Theatres Advisory Board. Prior to becoming an academic, Low gained extensive experience in industries as diverse as Manufacturing, Retail, Professional Services, Entertainment, Construction, and IT. Positions held included roles such as CFO, Channel/Product Manager, and GM Service.

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**Melissa Archpru Akaka** is a doctoral student in marketing at the Shidler College of Business at the University of Hawaii at Manoa. Her research interests include value and value co-creation, service-dominant logic, social networks, and cross-cultural issues. Prior to her graduate and doctoral studies, Akaka worked in the travel industry and the not-for-profit sector. She has an MBA and a BBA in marketing, both from the University of Hawaii at Manoa.

**David Bird**, having taught in Web Design and E-Learning at Salford in the mid 90s, joined Academe as a Chief Learning Architect for 2 years before a brief spell at Sheffield Hallam. In 2004, he joined MMU Business School as a lecturer in digital marketing. He now runs both the internationally renowned E-consultancy MSc in Digital Marketing Communications and the E-consultancy MSc in Internet Retailing. David has also run several small businesses in the digital media sector and held a number of non-executive roles in digital creative firms. He is also a Council Member at Manchester Digital, the trade association for firms in the digital sector.

**Othman Boujena** is an Associate Professor of Marketing at Rouen Business School (France) and Director of the Center for Customer, Retail, and Supply Chain. He is also responsible for the Major in Marketing of the Master's Program. He holds a Research Master's of Science in Management with a specialization in Marketing and Information Systems and his PhD from Paul Cézanne University Aix-Marseilles III. He is also an associate research fellow of the Center of Studies and Research on Management at the Graduate School of Management in Aix-en-Provence. He teaches consumer behavior, relationship marketing, marketing strategy, and CRM. He developed or contributed to many marketing pedagogical projects. His research interests focus on relationship marketing, customer relationship management, and sales force automation. He has been a visiting research fellow at Georgia State University. He is affiliated to the IMP Group and French Marketing Association and member of the scientific committee of different international conferences on marketing. He is author/coauthor of several papers in international conferences (NCSM, MSI, GSSI, etc.) and has been recently a coauthor of a paper on sales technologies published in JPSSM.

**Michael Conlin** is the Chief Technology Officer for HP Enterprise Services Asia. In this capacity he sets the technology direction for an organisational unit that spends over two billion US dollars per year on IT and for clients spending a combined more than 50 billion per year on IT. Widely recognised for his consulting work, he advises business executives on IT strategy and IT executives on business strategy. He is particularly well known for his ability to help clients turn insight into impact at pace. With over 30 years of experience in IT, Michael is well versed in setting technical direction and strategy. Conlin has served a wide range of organizations, from the Fortune 1 firm to start-ups, and from commercial enterprises to governments. He has hands-on experience in every aspect of the IT business. He has done business in more than 20 countries and in all industry sectors. He currently lives in Singapore with his wife and children. When he is not helping clients with the esoterica of strategy, he pursues his passions in glass blowing, black smithing, gold smithing, lapidary carving, and wood butchery.

**Alessia D'Andrea** received her degree in Communication Science at the University of Rome La Sapienza. She is a PhD student in Multimedia Communication at the University of Udine sponsored by the IRPPS of the National Research Council of Italy. She is mainly interested in communication science, social science, risk management, virtual communities, mobile technologies, and health studies.

**Stephen Dann** is Senior Lecturer in the School of Management, Marketing, and International Business, College of Business and Economics at the Australian National University. His research has been published in *Social Marketing Quarterly*, *The Monash Business Review*, *Quality Assurance in Education*, and the *Journal of Public Affairs*. He has published a range of marketing text books including *Strategic Internet Marketing*, *Competitive Marketing Strategy*, and is a regular contributor to the *Australian and New Zealand Marketing Academy Conference*. His research interests include political marketing, consumer behaviour, Internet marketing, marketing strategy, and innovation adoption.

**Ehsan Ehsani** is a researcher and consultant in the area of innovation and product development. Ehsan is currently working with Accenture Product Innovation and PLM practice in New York City Office and has consulted and worked with a variety of firms including ExxonMobil, Diageo, Sara Lee, Henkel, Unilever, UPM-Kymmene, Ericsson, SKF, Telefonica, Repsol, SAB Miller, Abertis Telecom, and Lego. Ehsan has a Bachelor's in Chemical Engineering, a Master's in Production and Operations Management from Chalmers University in Sweden, and a Master's in Supply Chain Management from MIT-Zaragoza International Logistics Program.

**Fernando Ferri** received degrees in Electronic Engineering in 1990 and PhD in Medical Informatics at the University of Rome "La Sapienza" in 1993. He is senior researcher of the National Research Council of Italy. He has been contract Professor from 1993 to 2000 of "Sistemi di Elaborazione" at the University of Macerata. He is the author of more than 140 papers on international journal, books, and conferences. His main research areas of interest are: Geographic Information Systems, data and knowledge bases, human-computer interaction, user modelling, visual interfaces, sketch based interfaces, risk management, and medical informatics. He has coordinated two European research project: MIDIR (FP6, Contract number: 036708) and INCA (FP7, Contract number 070401/2008/507855), as well as various national projects.

**Daphne Freeder** is the Manager of CMOS (Centre for Management and Organisations), a key research centre in the Faculty of Business at the University of Technology, Sydney Australia (UTS). Freeder has extensive academic teaching experience in the disciplines of e-business marketing, management, and Information Sciences conducting undergraduate, postgraduate, and executive level training. She has professional expertise in the public, private, and volunteer sectors working in the fields of radio, public relations, and knowledge management. Freeder is currently undertaking PhD research concerning leadership and social intelligence. She is also a small business owner following on from the traditions and inspiration of her family. At present she is also President of the University of Technology, Sydney Branch of the National Tertiary Education Union, and National Councillor.

**Patrizia Grifoni** received the degree in Electronic Engineering at the University of Rome "La Sapienza." She is researcher of the National Research Council of Italy. From 1994 to 1999, she was contract Professor of "Elaborazione digitale delle immagini" at the University of Macerata. She is the author of more than 90 papers on journal, books, and conferences. Her main research interests are in human computer interaction, visual interfaces, sketch based interfaces, accessing Web information, and Geographic Information Systems.

**Kevin Jin** received his Master's degree in Information Systems from University of New South Wales, Australia. He also holds a Post-graduate Diploma in Business and Administration from Massey University, New Zealand, and a Bachelor of Economics degree from Shandong Economics Institute in China. During his study, he co-authored "Business-Oriented Development Methodology for IT Service Management" for Hawaii International Conference on System Science (HICSS) in 2008. With a career in IT industry spanning nearly 20 years, Jin has been working in Strategy and Enterprise Architecture field for over a decade in both large corporation and consulting firms. Regarded as a Business Technology Visionary with executive and hands-on experience gained from software vendor, corporate enterprise, and strategy consultancy, Jin has great success in creating robust IT strategy and architecture, and has been involved in large IT-enabled innovation and business transformation programs. In addition to big transformation initiatives, Kevin is also interested in business and IT process improvement and optimization. He has worked in IT governance, SDLC methodology, portfolio management, and risk management. He has led in many projects to build and enhance IT service delivery. Jin is an ISACA Certified Information System Auditor (CISA).

**Wesley J. Johnston** is the CBIM RoundTable Professor of Marketing and Director of the Center for Business and Industrial Marketing in the Robinson College of Business at the Georgia State University. In addition, he is currently the editor of the *Journal of Business and Industrial Marketing*. He received his BA in Economics from the University of Pittsburgh, an MA in Psychology from Ball State University, and an MBA and Ph.D. in Marketing from the University of Pittsburgh. Professor Johnston's research interests include application of the behavioral sciences to marketing in the areas of business-to-business marketing and customer relationship management. His research has been published in the *Journal of Marketing*, the *Journal of Consumer Research*, *Information Systems Research*, and numerous other publications. He was selected as one of the best researchers in marketing by a recent poll of marketing department chairman in U.S. universities. His number of publications places him in the top three researchers in business-to-business marketing in the world. He has authored or co-authored six books with *Managing Salespeople: A Relationship Approach* being the most recent. Professor Johnston was a Summer Fellow at the Center for Creative Leadership and a Presidential Fellow at the American Graduate School for International Management.

**Vinod Kumar**, a graduate of the University of California, Berkeley, is a Professor of Technology and Operations Management of the Sprott School of Business (Director of School, 1995-2005), Carleton University. Kumar has published over 300 articles in refereed journals and proceedings. He has won several Best Paper Awards in prestigious conferences, Scholarly Achievement Award of Carleton University for the academic years 1985-86 and 1987-88, and Research Achievement Award for the years 1993, 2001, and 2007. He is on the editorial board of two international journals. In addition, Kumar has also served for several years on the Board of Governors and the Senate for Carleton University and on the Board of the Ontario Network of e-Commerce.

**Robert Lusch** is the Executive Director of the McGuire Center for Entrepreneurship and the James and Pamela Muzzy Chair in Entrepreneurship in the Eller College of Management at the University of Arizona. He holds a Ph.D. in Business Administration from the University of Wisconsin, Madison. Previously he has served as Dean of the Michael F. Price College of Business at the University of Oklahoma and the Dean of the Neeley School of Business at Texas Christian University. He is the author of over

150 articles and 18 books on the topics of marketing strategy, retailing, planning and control systems, and service-dominant logic. He is a past editor of the *Journal of Marketing* and past chairperson of the American Marketing Association. He is a two time recipient of the Maynard/AMA award for outstanding theoretical contributions in marketing.

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**Jennifer Rowley** is Professor in Information and Communications at Manchester Metropolitan University. She has over 30 years experience in higher education, as a researcher, manager, teacher, and author. Her reputation is founded on work in marketing, e-business, information and knowledge management, quality in higher education, and related disciplines. Within marketing, in recent years she has contributions in digital branding, e-service, convenience, entrepreneurial marketing, and branding. She has published over 150 refereed journal articles, and numerous books, and regularly presents conference papers at UK and international conferences. Recently published articles have included articles in the *Journal of Marketing Management*, *Internet Research*, *Qualitative Marketing*, *Marketing Theory*, and the *Journal of the American Society for Information Science and Technology*.

**Suresh Sood** is a key instigator leading the embracement of e-commerce and social media technologies in curriculum development, executive education, and research at the University of Technology in Sydney (UTS) since 1995. He now runs the popular social media executive education and advanced concepts workshops. As a Senior Vice President with Reuters/TIBCO Finance, he was instrumental in creating new and innovative B2B online communities across Asia including Australia, China, India, Singapore, and Thailand. Currently, Sood is advisor to Mighty Media Group (an early stage digital agency), focusing on community and content using Twitter, Facebook, and elgg/Ning platforms. Sood writes numerous thought leadership articles and presents at a variety of global conferences to help shape opportunities associated with his interest in social media marketing practice. Initially graduating in Physics from London University, he holds a MBA from UTS. He is a past visiting fellow, Faculty of Business, UTS, part time lecturer, and Co-director/founder of the Complex Systems Research Centre (CSRC). Sood has taught doctoral and undergraduate students at both the University of Technology Sydney and University of Western Sydney on conducting social media experiments. His current research interest converges storytelling, linguistic analysis, and social media to achieve iconic branding.

**Stephen L. Vargo** is a Shidler Distinguished Professor and Professor of Marketing at the University of Hawai'i at Manoa. His primary research areas are marketing theory and thought and consumers' evaluative reference scales. He has had articles published in the *Journal of Marketing*, the *Journal of the Academy of Marketing Science*, the *Journal of Service Research*, and other major marketing journals and serves

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on six editorial review boards, including the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, and the *Journal of Service Research*. Professor Vargo has been awarded the *Best Article of the Year Award* by the Australia and New Zealand Marketing Academy and the *Harold H. Maynard Award* by the American Marketing Association for “significant contribution to marketing theory and thought.” His 2004 article with Robert Lusch in the *Journal of Marketing*, “Evolving to a New Dominant Logic for Marketing,” is the most-cited marketing article published in the last 10 years.