

Electron Markets (2009) 19:67
DOI 10.1007/s12525-009-0017-z

EDITORIAL

Editorial 19/2 and 19/3

Hubert Österle · Karen Heyden

Published online: 3 July 2009

© Institute of Information Management, University of St. Gallen 2009

Dear readers of Electronic Markets,

The second issue with our new publisher is a double issue which combines Volumes 19/2 and 19/3. It is the result of a competitive review process that left six research papers in each focus section as well as two papers in the general research section. First of all we would like to thank all participating guest editors and the reviewers who were involved. We hope you will enjoy reading these high-quality articles.

We start with a focus section on a topic that already has a tradition in EM. In fact, customer relationship management (CRM) was addressed in volumes 10, 13 and recently in volume 18. This already indicates the close link to Electronic Markets: on the one hand CRM shapes the relationship between companies and their customers while on the other the data gathered on electronic marketplaces is also a valuable resource for establishing customer profiles and histories. We are happy that two leading researchers in the CRM domain have guest edited this section on “Electronic customer relationship management”. Nicholas C. Romano, Jr. and Jerry Fjermestad will introduce their research papers separately in their editorial.

This also applies to the second focus section which—at least in comparison to CRM—addresses a rather early research topic. After RFID has passed the initial hype stage, the “Internet of things” pursues a rather healthy perspective on networked business processes which are enabled via more or less intelligent resources. Again, our guest editors are well-known researchers in this field. Frédéric Thiesse,

Elgar Fleisch and Sanjay Sarma have prepared a section that includes articles about business models for RFID, the impact of increased asset visibility on the management of returnable transport items (RTI) and the perspective of location-based services (LBS) in Singapore.

Finally, we would like to point you at the two general research papers. The first is authored by David Salisbury, Michael F. Gorman and Isaac J. Brannon and discusses the impacts of price information that is increasingly available on an ubiquitous scale. Their experiment of a posted-offer market assesses how infomediaries influence the price of homogeneous goods. They consider the relationship between advertising and the price in electronic markets from a seller as well as a market level perspective. The result of this experiment shows that the consumers gain and the sellers lose due to infomediaries. Our second general research paper titled “Information search and paid results-proposition and test of a hierarchy-of-effect model” proposes a model which aims to understand users behavior on sponsored links. Claire Gauzente assumes that search engines are the first entry point to the internet for 70% of internet users which makes the sponsored links of the result pages an excellent place for advertising. Thus, search engine marketing should become a key element of online marketing.

Many authors as well as members of our research community will have communicated with Volker Schmelich who has acted as EM’s executive editors for three years. After assuming a new position outside academia Volker has handed over the editorial office tasks to Karen Heyden, also at the University of Leipzig in Germany. We are grateful to Volker’s dedication to EM and wish him all the best for his further career. Should you have any questions, comments or suggestions to EM Karen will try to answer with the same commitment. Last but not least, we hope you will enjoy this new issue.

Best regards

Your Electronic Markets editorial team

Hubert Österle

Karen Heyden

H. Österle (✉)

Institute of Information Management, University of St. Gallen,
Müller-Friedberg-Strasse 8,
CH-9000 St. Gallen, Switzerland
e-mail: hubert.oesterle@unisg.ch

K. Heyden

Information Systems Institute, University of Leipzig,
Grimmaische Str. 12,
D-04109 Leipzig, Germany
e-mail: heyden@wifa.uni-leipzig.de