

## Introduction to Social Media and e-Business Transformation Minitrack of the Collaboration Systems and Technologies Track

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Social media platforms facilitate global collaboration and communication among users. New social media applications in e-business and e-commerce appear on a daily basis and result in substantial changes to the ecosystem of individuals and businesses. This minitrack provides a forum for the exchange of research ideas and best practices related to social media in e-business environments. It also aims to raise awareness in terms of the latest developments in social media, and address the challenges of using social media. This year, five papers were selected for inclusion in the proceedings.

The first paper, titled “Landlords of the Digital World: How Territoriality and Social Identity Predict Playing Intensity in Location-based Games” by Samuli Laato, Bastian Kordyaka, A.K.M. Najmul Islam, and Konstantinos Papangelis, investigates the connection between social identity theory and human territoriality on playing intensity of location-based games such as Pokémon GO. The survey results from 515 Pokémon GO players show that social self-efficacy, territorial self-efficacy and altruism affect players’ identification with their team, which in turn influences territorial control and playing intensity.

The second paper, “How does Doctors’ Information Sharing Behavior Influence Reputation in Online Health Consultation Platform?” by Libo Liu, Xiaofei Zhang, Chujun Zhang, and Zhimin Hua, attempts to understand how doctors’ reputation is developed in online health consultation platform. It also examined seniority as a moderator between information sharing quality and reputation. The model was validated with a linear regression on the data of 3,554 doctors obtained from an online health consultation platform in China. The results reveal that both private and public sharing contribute to doctors’ online reputation and that the effects are

moderated by professional and online seniority respectively.

The next paper explores how Enterprise Social Network (ESN) applications potentially support innovation productivity through supporting innovation culture. In their work, “Enterprise Social Network Applications: Enhancing and Driving Innovation Culture and Productivity Through Digital Technologies”, Kaveh Abhari, Nathan Ascue, Cooper Boer, Christopher Sahoo, and Mahsa Zarei conceptualize innovation productivity as product/service innovation, process innovation, and social innovation. They argue that innovation productivity is enhanced by innovative culture, which is fostered by ESN-enabled ideation, collaboration and socialization. The views from 432 respondents recruited from LinkedIn support their proposal.

The next paper, titled “The Pursuit of Transparency and Control: A Classification of Ad Explanations in Social Media” by Daricia Wilkinson, Moses Namara, Karishma Patil, Lijie Guo, Apoorva Manda, and Bart Knijnenburg, develops a taxonomy of ad explanations, which integrates how explanations are generated with explanation presentation and user’s perceptions based on a systematic literature review. The authors also discuss challenges and outline avenues for future research to address these challenges.

The last paper, titled “Moderating Effects of Time-Related Factors in Predicting the Helpfulness of Online Reviews: a Deep Learning Approach” by Morteza Namvar, James Boyce, Jatim Sarna, Yuanyuan Zheng, Alton Chua Yeow Kuan, and Sina Ameli, investigates the moderating role of time-related factors, including review order and time interval, in predicting helpfulness of online reviews. The moderating effects are validated

by a large dataset of 239,297 online reviews using deep learning techniques, showing a superior performance in predicting review helpfulness.

We thank the authors for submitting their work to make this another engaging minitrack. Their attempts

help to deepen and broaden our understanding of the impact of social media. We hope you enjoy the papers and their presentation at the conference.