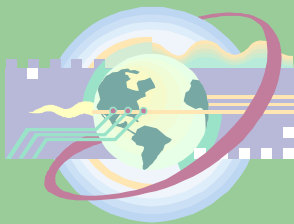


CGEC News:

- o CGEC's First Newsletter!
- o CGEC Research Activities and Applications
- o E-Business Curriculum at VT
- o Board Update



About the Center for Global Electronic Commerce...

Directed by Dr. France Belanger, the Center for Global Electronic Commerce at Virginia Tech promotes interdisciplinary research of practical relevance in the areas of global electronic systems of commerce and communication, including the Internet; responds to industry need in these areas; and promotes a curriculum for electronic business education.

Businesses and other organizations support the Center and its mission as partners and/or sponsorship agreements.

Center for Global Electronic Commerce

CGEC's First Newsletter!

France Bélanger, CGEC Director

We are very happy to provide you with the CGEC's first bi-annual newsletter. This newsletter will provide you with an update on the activities taking place in the Pamplin College of Business' Center for Global Electronic Commerce. In addition to providing updates on the Center's activities, each newsletter will feature one of our faculty member's research as well as one of our doctoral student's research. In this edition we are featuring faculty member Weiguo "Patrick" Fan and doctoral student Lemuria Carter. We look forward to many more issues of the CGEC's newsletter. In the October issue we expect to provide you with details on our newly established Advisory Board.

CGEC Research

Aaron Doyle, CGEC Grant Coordinator

Sponsored Research Activities

In December 2001, the CGEC launched a pilot program to increase the CGEC's sponsored research activities using funds from a private donor to hire a full-time technical writer to assist CGEC faculty with writing and submitting research and curriculum proposals to government agencies and private foundations. Since the beginning of the program, the CGEC has been involved in more than 25 grant proposals totaling approximately \$20 million. Initially, we measured our success by the vast experience and knowledge we gained rather than by the number of awards we won. Currently, our faculty members have a number of very promising proposals under review on subjects like telework, minorities in IT professions, and digital libraries. We also are expanding our grant writing efforts by opening our services to the entire PCOB faculty.

Research Publications

The Center's faculty have been very active writing research articles and books on e-business. A few examples of the many topics published in 2002 include:

- o Gender Differences In Web-Based Shopping Perceptions
- o Trustworthiness in Electronic Commerce: The Role of Privacy, Security, and Site Attributes
- o Sales Tax Nexus and Remote Vendors
- o Multi-Dimensional Business-to-Business Auctions

In addition, two books were published in 2002:

- o Internet Law and Policy (Dr. Janine Hiller)
- o E-Business Technologies (Dr. France Belanger)

For more information on any of these, you can contact Dr. F. Belanger at ecommerce@vt.edu.

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E-Business Curriculum at VT

UPDATE ON E-BUSINESS EDUCATION IN THE PAMPLIN COLLEGE OF BUSINESS

France Bélanger, CGEC Director

E-business remains a key component of education in the Pamplin College of Business both at the undergraduate and graduate levels. Below is an update on both programs:

MBA Concentration in E-business Technology

In March 2003, the Electronic Commerce concentration of the MBA program was merged with the Electronic Business Technology concentration (which was available only at our Northern Virginia campus). The merged concentration is called *e-Business Technologies*. The concentration provides managerial and marketing knowledge with respect to e-business technologies. Dr. Sumichrast, MBA program Director, estimates that 10-15% of MBA students will select the new E-Business Technology concentration.

The requirements of the new e-Business Technology concentration (beyond the core MBA course requirements) include:

- **ACIS/BIT 5594:** Web-based Applications & Electronic Commerce
- **BIT 5495:** DSS Design and Implementation
- **FIN 5034:** Internet Law & Policy
- **MKTG 5154:** Marketing Research
- **MGT 5814:** Entrepreneurial Leadership or **MGT 5804** Strategic Leadership in Technology-Based Organizations or **MGT 5834** Foundations of Managing Technology

In addition, students must complete one international elective and one general elective.

Undergraduate Minor in Electronic Business

In 2002, the undergraduate minor in e-business was updated with new courses. The Electronic Business minor is designed for access by all business majors. The 12 hours of core required courses give an undergraduate business student the basic knowledge of the technology available for Internet transactions and the environment in which these transactions occur. These courses are:

- **FIN 4014:** Internet, Electronic, and Online Law
- **MKTG 4504:** Internet Marketing
- **ACIS/BIT 4594:** E-Commerce Systems
- **ACIS 3554:** Foundations of Electronic Commerce Technologies

In the Fall 2002 semester we graduated the first group of students under the e-business minor. There are currently 16 students enrolled in the program, with four of them expected to graduate in May 2003.

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Faculty Research: Weiguo "Patrick" Fan



Knowledge management has been regarded as one of the most important strategic activities companies use to maintain and sustain their competitive advantage. I am interested in the real life experience of companies building, and deploying Knowledge Management Systems (which includes knowledge capture and mining, knowledge archive and sharing, knowledge retrieval, and knowledge dissemination) in their daily business processes. More specifically, the following questions represent my research interests:

How to motivate individuals to contribute their knowledge? Any effective incentives or measures they find particularly useful? How to identify the organizational knowledge that should be captured? Would data mining, text mining, web mining techniques help in this aspect? How to assess and justify the business values of the KMS? In other words, how to do the ROI analysis for the KMS? What are key features that you think should be included in a KMS based on your experience? Does the current search tool in KMS give you good and relevant results? If not, would you be interested in optimizing the ranking scheme it uses? How important and useful is tracking useful knowledge in your expertise area to your work? How do you ensure the knowledge you have in your KMS is current and relevant?

As a jointly appointed assistant professor in both Accounting & Information Systems and Computer Science, Dr. Patrick Fan acts as a bridge between the technical and behavioral aspects of computer and information systems research and education. A native of China, Dr. Fan completed his Ph.D. in Business Administration and Information Systems at the University of Michigan, Ann Arbor in 2002.

Ph.D. Student Research: Lemuria Carter

Electronic government increases the convenience and accessibility of government services and information to citizens. Despite the benefits of e-government - increased government accountability to citizens, greater public access to information, and a more efficient, cost-effective government - the success and acceptance of e-government initiatives, such as online voting and license renewal, are contingent upon citizens' willingness to adopt this innovation. In order to develop "citizen-centered" e-government services that provide citizens with accessible, relevant information and quality services that are more expedient than traditional "brick and mortar" transactions, government agencies must first understand the factors that influence citizen adoption of this technology. My research seeks to identify these factors by integrating constructs from several academic models to form a parsimonious, yet comprehensive model of factors that influence citizen adoption of state electronic government initiatives. The overall result of the study will be a more in-depth understanding of citizen adoption of state electronic government initiatives, which will encourage the continued growth and integration of electronic government into the daily lives of American citizens.

Lemuria Carter is a first year Ph.D. student in Business Administration. She is interested in e-government research. She completed her M.S. in the Accounting and Information Systems department with a concentration in Information Systems from Virginia Tech as well. She earned a B.S. in Information Systems and Decision Sciences from Virginia State University. As a student, she has received various awards including the USDA 1890 Scholarship from Virginia State University and the Commonwealth Fellowship Award from Virginia Tech.

