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## Research Seminar Series in Information Systems

**Spring 2006**

**Speaker:** Professor Kar Yan Tam  
Hong Kong University of Science and Technology

**Topics:** Web Personalization and Consumer Decision Making

**Date:** Thursday, 27 April 2006

**Time:** 10:00 a.m. – 12:00 noon

**Venue:** Room 602, Meng Wah Complex, HKU

***All Are Welcome !!!***

## **Abstract**

Personalized IT services have become a ubiquitous phenomenon. Companies worldwide are using the Web to provide personalized offerings and unique web experiences to their customers. While there is a lot of hype about delivering personalized services over the Web, little is known about the effectiveness of web personalization and the link between the IT artifact (personalization agent) and the effects it exerts on a user's information processing and decision making. To address the impact of personalized content, this article theoretically develops and empirically tests a model of web personalization. The model is grounded on social cognition and consumer research theories adapted to the peculiar features of web personalization. The influence of a personalization agent is mediated by two variables, content relevance and self reference. Hypotheses generated from the model are empirically tested in a laboratory experiment and a field study. The findings indicate that content relevance, self reference and goal specificity affect the attention, cognitive processes, and decisions of web users in various ways. Also, users are found to be receptive to personalized content and find it useful as a decision aid. Theoretical and practical implications of the findings are discussed.

## **Short Bio of the Speaker**

Kar Yan TAM is Chair Professor of Information and Systems Management at the Hong Kong University of Science and Technology. His research interests include human computer interface, electronic commerce, and innovation management. He has published in *Information Systems Research*, *MIS Quarterly*, *Management Science* and others.

## Schedule of the Research Seminar Series in Information Systems

Meeting	Date	Speaker and Tentative Topic(s)
1.	9 Feb (Thursday)	Professor Guy Gable, Queensland University of Technology, Australia “Measuring Enterprise Systems Success: The ES-Success Model” and “AIS-in-PAR - The State of the IS Academic Discipline in Pacific Asia”
2.	16 Feb (Thursday)	Professor Doug Vogel, CityU “Knowledge Management” and “Surviving and Thriving as an IS Professional”
3.	24 Feb (Friday)	Dr. Xinping Shi, HKBU “Research on IT/IS Adoption in Organizations: Past Work and Future Direction”
4.	2 March (Thursday)	Dr. Benjamin Yen, HKU “The Design and Evaluation of Accessibility for Web Navigation”
5.	9 March (Thursday)	Professor Waiman Cheung, CUHK “Third-party E-service for a Fourth-party Logistics Platform”
6.	23 March (Thursday)	Professor Paul Forster, HKUST “Mobile Auction Adoption Intention amongst Online Auction Users”
7.	30 March (Thursday)	Professor T.P. Liang, CUHK and National Sun Yat-sen University, Taiwan “Research Issues in Customer-centric Information Systems”
8.	6 April (Thursday)	Dr. Eric Ngai, PolyU “RFID Technology and Applications - Two Case Studies”
9.	13 April (Thursday)	Dr. Ron Kwok, CityU “Improving Knowledge Creation in Virtual Team: A Laboratory Study on Leadership Style and Group Reward”
10.	27 April (Thursday)	Professor Kar Yan Tam, HKUST “Web Personalization and Consumer Decision Making”

***All seminars will be held at Room 602, Meng Wah Complex, HKU  
starting either 9:30 am or 10 am.***