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## **Research Seminar Series in Information Systems**

**Spring 2006**

- Speakers:** Professor Paul Forster and Tanya Tang  
Department of Information and Systems Management  
School of Business and Management  
Hong Kong University of Science and Technology
- Topic:** Mobile Auction Adoption Intention amongst Online Auction Users
- Date:** Thursday, 23 March 2006
- Time:** 10:00 a.m. - 12:00 p.m.
- Venue:** Room 602, Meng Wah Complex, HKU

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

## **Abstract**

Online C2C auctions (e.g. eBay, uBid, and Yahoo! Auctions) are some of the most successful applications in electronic commerce. At this time, C2C online auctions are PC-based, however the affordances of mobile telephony create new possibilities for auctions and how they might be conducted. At this time the major online auction providers are planning the extension of their online auctions to the mobile interface. While mobile access to online auctions seems a natural extension of online auction services, there are many unresolved questions. For online auction providers there are practical questions of the value of adding mobile services, and the issues and risks associated with doing so. Will m-auctions be adopted by the existing pc-based users? Which users are most likely to adopt and what features are of most value to them? Will users pay for these features? Online auctions have been extended to mobile platforms in only a few instances to-date and there is little systematic research on adoption, impact, or contingent factors. This research-in-progress examines the adoption intention of existing online auction users of a major C2C online auction provider in Hong Kong.

We present two works in progress. The first paper describes the findings of an initial survey of mobile auction adoption intention amongst the population of existing online auction users at an online auction provider in Hong Kong. The survey yielded 981 valid responses. We discuss our initial findings that online auction users favor informational features over transactional features and display a general unwillingness to pay for m-auction services. The analysis also finds significant differences in preferences between buyers and sellers, high and low auction usage, and between genders. The second paper draws upon market choice theory to explain user intention to adopt. The theory proposes that functional, social, emotional, epistemic perceived value can explain the adoption choice. The model is tested against data from the survey described in the first paper. We present several structural equation models and discuss our preliminary findings.

## **Short Bio of the Speakers**

Paul Forster is an assistant professor of Information & Systems Management at the Hong Kong University of Science and Technology. His research explores the organizational and social impacts of technology. Tanya Tang is a currently a graduate student in Information & Systems Management at the Hong Kong University of Science & Technology.

## 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 TBC
9.	13 April (Thursday)	Dr. Ron Kwok, CityU “Improving Knowledge Creation in Virtual Team: A Laboratory Study on Leadership Style and Group Reward”
10.	20 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.***