Appendix V
Publications
as a direct result of this Thesis
Appendix V-1
Publications related to this Thesis


Appendix V-2
Other web sites link to Elsie Chan’s EC/EB program web sites

CollECTeR web site

CollECTeR (Collaborative Electronic Commerce Technology and Research)

- Elsie Chan's Web Page for Electronic Commerce Courses
- E-commerce Courses- IS World
- AACSB List of US-based E-Business and E-commerce Management Education Programmes

Revised: March 1999
Direct comments and questions to:
Professor Paula Sweetman
Roger Clarke’s EC web site

- research sites:
  - CCIITeR (Collaborative Electronic Commerce Technology and Research)
  - B2 research groups in Australia subvertising
  - Uni. Texas’ EC Centers and Resource Sites
  - Vanderbilt’s Research Program in Marketing of Computer-Mediated Environments
  - The Broker at 827/101
  - Uni. of Michigan’s research project on the commercial uses of the World Wide Web
  - The Coalition for Electronic Markets

- journals:
  - International Journal of Electronic Commerce
  - Electronic Markets
  - Journal of Interactive Marketing
  - e-commerce abstracts
  - Journal of Internet Banking and Commerce
  - Journal of Organizational Computing and Electronic Commerce
  - Quarterly Journal of Electronic Commerce (QJEC)
  - Journal of Electronic Commerce Research
  - PJournal
  - Ecommerce Research Forum (as MIT economics and marketing e-journal)
  - e-Service Journal
  - Internet Research
  - Information Systems Frontiers (vol 1 no 4 and vol 2 no 1)
  - Other People’s Lists of journals in EC:
    - Doing It Right, on ISWorld e-list in June 2001
    - Merrill Warkentin’s Electronic Commerce Portal
    - ISWorld Conference, August 2000
    - MIT College Cork
    - NIK Dhillon’s ISWorld catalogue of IS journals

- courses:
  - Elsevier’s catalogue of EC courses
  - Brian L. Donn’s ISWorld EC Course Sylabi

IGNITE Web Site

EC Legal Guide
http://www.hackethall.com/gar/guarante.htm
APEC guide to many aspects of e-commerce law

The New Silk Road

Electronic Commerce Guide from the US
http://csrc.nist.gov/compliance.html
This includes glossary of terms and plenty of news

Electronic Commerce Office
http://www.epa.gov/epaeco
(Single Entry Point for Business)

Roger Clarke’s Electronic Commerce Pages
http://www.quirk.com/people/roger.clarke@ccr

Elise Chan
http://www.businessit.mq.edu.au/eliseEC/

NSW Government case studies of the successful use of e-commerce by small businesses

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Site Topics: E-commerce | Technology | IS & IT | Careers | Growth | Women in IT | I-City | Join | RSS Feeds | Media Center | Discussion Net Life

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Where management and technology meet

Educationally speaking, electronic commerce is a nightmare. This new discipline covers tertiary departments of economics and accounting, banking and finance, marketing and management, information technology and computer engineering, multimedia and the visual arts. With ethics and law now involved, who owns it?

"That's a pointless argument — e-commerce is so big that you can't own it," says Dr Robert Johnson, head of the e-commerce research group at the University of Melbourne. "Multiple disciplines are involved, so we have chosen to include it within a general information systems degree rather than renaming a group of subjects. E-commerce is important. But so are all the other areas covered in this degree. Now we offer a masters degree in information systems, in which students can major in e-commerce. This is where your experts are trained."

Teachers at most institutions tend to agree but student and industry demand for an undergraduate course is strong. Electives are appearing in most commerce, business and multimedia degrees. Curriculum has to be adequate, relevant and dynamic. Course design needs academics with both breadth of vision and close industry links because they have few models to build on.

Australia is fortunate in having an established cohort of academics who have been working in e-business since before the bubble burst. Single subjects have been offered at Monash since 1992 (compare Hong Kong, where the first university began an e-commerce course last year). Monash now offers a fully dedicated Bachelor of Electronic Commerce from its Berwick campus.

Senior lecturer Dr Chris Dubelbar teaches in both marketing and information systems.

"The focus of this degree is to produce people who understand the interface between the technical side and the managerial side," he says. "Many companies are searching for people who can do this: they have expert programmers who know how to set up e-commerce systems (but not why) and they have decision-makers who can see what needs to be done (but not how).

"Going electronic changes the whole nature of business. Our graduates should be able to take business strategies and convert these into technical design." Dr Dubelbar says.

"Java and increasingly XML are the programming languages used in setting up e-commerce systems. An expert programmer could learn these from a book but it is better to take a short course. Java is a 'use it or lose it' type of skill, what you know now could be obsolete tomorrow in a few years."

Rapid changes in technology put continual pressure on course designers for e-commerce-related degrees. Elsie Chan, a lecturer at Deakin and PhD student at RMIT, has been researching how the curriculum is affected in trying to cope with it all. She finds that installation in public use of the "dot.com" facilities has forced rapid development of courses to educate technicians as well as business people.

"Electronic commerce is still very new," she says. "Some information systems degrees now offer subjects in e-commerce. But there are still students thinking about it at masters level. They have a first degree in business or marketing or computing, with some introduction to e-commerce and choose to undertake wider research.

"Talk to a TAFE teacher and you will find some business end of e-commerce education. Designing a beautiful web page is not enough to create more business or succeed in on-line merchandising; you have to make people look at it. Setting up links and interactive pages, getting into search engines effectively — that's what many people want to learn."

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Opinions about EC education, The Ages 15 Aug 2000, p.7 IT2 Section

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