Teaching eCommerce in the 21st Century

Chair:
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Panelists:
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Douglas R. Vogel, Professor (Chair)
Information Systems, City University of Hong Kong
& an AIS Fellow
Panel Description:

From the early 1990s onwards, eCommerce became an increasingly important part of the Information Systems curriculum – and expanded into Marketing, Management, Property, Law and many other disciplines as a discrete area of teaching and research.

After the turn of the millennium, however, it became increasingly difficult to identify ‘eCommerce’ as a specific area of teaching, because it was becoming embedded in more and more aspects of business and private life. With the advent of Web 2.0 and social networking, the distinction between eCommerce and ‘normal’ business and personal activities has narrowed still further.

In this panel we focus on the future of tertiary eCommerce/eBusiness education in a world in which this material is seen by many as being merely a part of other curricula. How can those of us whose research centres around the many and varied aspects of eCommerce, e.g.

- eGovernment
- eHealth
- Enterprise 2.0 and social networking
- eLearning
- Secure Electronic Commerce

incorporate this material effectively into our teaching? Textbooks in a range of subjects from Management to Law now routinely include chapters on the strategic use of eCommerce technology and eBusiness activities – and yet many of the experts in these fields do not truly understand the issues and complexities of much of this material, often seeing it as only peripherally important to their own focus.

The panel members will lead a discussion into the ways in which eCommerce and eBusiness material can be adapted for 21st century curricula, taking into account the specific needs of various regional education systems. We see this panel as being strongly interactive and will welcome contributions and discussion from all participants.