

## *Editor's Introduction*

# **Electronic Commerce in China**

Since early 2000, the commercial use of the Internet has opened a new era of electronic commerce. Online businesses have quickly propagated from the United States to the rest of the world, including the highly motivated, newly developed China market. Even under the tight control of the government, electronic commerce has been one of the fastest growing sector in China. For example, the Internet users jumped 28.9% to 380 million and China's online sales in 2009 are reported to be from 250 billion Yuan (\$36.6B) to 265 billion Yuan (\$38.8B). These facts show that China is not only a world plant but also a big online market. The Shanghai-based iResearch estimates that by the end of 2010 there will be 145 million online shoppers in China. Typical online shoppers are relatively young, between the ages of 18 and 35, and slightly more women shop than men.

While most textbooks and western media focus on successful stories of American-based companies such as Amazon.com or Netflix.com, e-commerce in China has grown in its own path. Some well-known companies have successfully developed into large enterprises and publicly traded in NASDAQ or Hong Kong Stock Exchange. The stock price of Baidu.com, the largest search engine in China, was higher than that of Google.com. Alibaba.com is probably one of the most successful third-party e-marketplace in the world. Top players appear in different e-commerce sectors, although the rest of the world knows little about them. Below are a few examples:

B2B players: Alibaba.com, HC360.com, Myekoo.com

B2C players: 360buy.com, Joyo.com, Dangdang.com

C2C players: Taobao.com, Paipai.com, Eachnet.com

Portals: Sohu.com, Netease.com, Sina.com

In addition to the generic e-commerce websites, there are many specialized e-commerce websites that focus on a particular industry. For instance, ctrip.com (listed on Nasdaq) for travel hires more than 9000 employees and an average of 80 percent revenue increase in the past decade. By any standard, this is a very impressive performance and is worth much in-depth investigation.

In this issue, we publish a case study on one of the biggest e-commerce company, Alibaba.com. In the paper, Huang, Hu and Lu describe the evolution of the company from the business ecology

perspective. They outline the feature of the company in four different stages. Although the information may be far from adequate to reveal the secret of the company's success, this is a good start to study this part of the world.

The second paper in the issue extends Gattiker and Goodhue (2005) to look into how environmental uncertainty and organizational context affect the organizational characteristics and the overall performance of ERP implementation.

## **Reference**

Gattiker, T.F. and Goodhue, D.L. (2005). "What Happens After ERP Implementation: Understanding the Impact of Interdependence and Differentiation on Plant-level Outcomes," *MIS Quarterly*, 29 (3), pp. 559-585.

## **Appointment of New Senior Editors**

As PAJAIS is moving into its second year, I am pleased that the following senior editors will join the editorial team (2010-2012):

*Gary Klein (University of Colorado, USA)*

*Jae-Nam Lee (Korea University, Korea)*

*Michael Myers (University of Auckland, New Zealand)*

They are all experienced researchers and have been involved in the editorial work of MIS Quarterly, Information Systems Research, and/or Journal of AIS. I appreciate their willingness to help PAJAIS.

## **Ting-Peng Liang**

Editor-in-Chief

Visiting Professor, City University of Hong Kong and

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