

## PROJECT DETAILS

Project Title:

**User Behaviours in the world of eCommerce**

Project Summary: aims, significance, expected outcomes and potential research impact.

The exponential rise of e-commerce has transformed business operations and consumer behaviors. Online retailers can acquire a better understanding of customers' preferences by tracking them, while customers can now access a wider array of choices on a global scale. Various types of internet users engage as customers, merchants, or stakeholders, contributing to the complexity of online behaviours. While existing literature may address factors influencing purchase intentions, several research gaps persist, which are related (but not limited) to online brand communities, review portals, consumers' online brand defense, live-streaming and scams.

This project aims to investigate these areas, constructing a better understanding on online user behaviours in the world of eCommerce, so that we can maximise the benefits and minimize the damages.

Preferred applicant skill set, describe the capabilities of the HDR applicant:

An ideal applicant will have:

- A Bachelor degree with Honours or a Masters degree with a significant research component.
- Experience of or willingness to participate in AIS-organized or AIS-affiliated academic conferences (including their associated workshops).
- Experience of, or willingness to get published in ABDC A\*/A journals.
- Basic knowledge of research methodology.

Contact person for the project:

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