

Department of Information and Systems Management
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Seminar Announcement

Understanding the Longitudinal Effects of Web Personalization

by

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6 June 2007 (Wednesday)
11:00 am – 12:00 noon
Room 4379, ISMT Conference Room (Lift 17/18)

~~~~~ All interested are welcome ~~~~~

**Abstract**

Web personalization allows online merchants to customize web content to serve the needs of individual customers. Using data mining and click-stream analysis techniques, websites can now adapt their content in real time to capture the spontaneous preferences of online customers. While the ability to offer adaptive content in real time opens up new business opportunities for online merchants, the long-term effects of personalization are still inconclusive. The current study adopts an HCI approach, and investigates the longitudinal effects of web personalization on consumers' behaviors and perceptions.

**Biography**

Dr Susanna Ho is a Senior Lecturer in the Department of Accounting and Business Information Systems at the University of Melbourne. She received her Ph.D from the Department of Information and Systems Management at the Hong Kong University of Science and Technology. Her research interests include electronic commerce, online consumer behavior, and personalization technology. Her papers have been published in *MIS Quarterly*, *Information Systems Research*, *European Journal of Operational Research*, *Journal of Organizational Computing and Electronic Commerce*, and *International Journal of Human Computer Interaction*.