individual customers. New advances in smaller customer segments – namely millions of consumers. Instead managers about optimizing the marketing mix for It is no longer sufficient to simply think in the future.

experience to identify new opportunities historical data. The idea is to leverage past promotion, and advertising based upon predict consumer responses to price, these systems are statistical models that at a much finer level. At the heart of help marketing managers make decisions on making business more productive. Potentially large gains in productivity are possible in marketing using new scientific approaches to decision making. These new approaches make use of the explosion of data and computing ability to help marketing managers make decisions at a much finer level. At the heart of these systems are statistical models that predict consumer responses to price, promotion, and advertising based upon historical data. The idea is to leverage past experience to identify new opportunities in the future.

It is no longer sufficient to simply think about optimizing the marketing mix for broad segments of thousands or even millions of consumers. Instead managers need to optimize their decisions at much smaller customer segments – namely individual customers. New advances in data and computational ability allow us to measure and reach each customer with a unique message. Web advertising, email, and social networking allow managers to communicate continuously with individual consumers on a massive scale. Even more minutely we can understand that individual customers are changing. For example, a consumer may initially be reluctant to adopt the latest technology today, but perhaps not tomorrow, or may respond favorably to a promotion from their favorite restaurant on the weekend, but not the weekday.

To illustrate this point, consider last year’s struggles at Toyota Motor Corporation’s because of the massive recall of their vehicles due to sticky gas pedals. The flood of negative media reports resulted in massive discounts and cheap financing in an effort to prevent customers floods of negative media reports. The vast majority of Toyota customers did not require incentives. An individualized marketing strategy would allow managers to understand which customers are at risk. What was needed was effective communication on a personalized basis to manage customer problems, improve the brand image, and generate targeted promotions for a selected set of customers. Scientific marketing allows this to take place by leveraging past information about customer response to identify the right offer for the right customer at the right time.
THE CONVERGENCE OF E-COMMERCE AND SOCIAL NETWORKING

E-commerce can be generally be classified by market relationships – Business-to-Business (B2B), Business-to-Consumer (B2C), and Consumer-to-Consumer (C2C). B2B operations are typically transparent, hidden, and are part of the well-honed infrastructure necessary for efficient business operations, e.g., supply chain management, procurement, etc. Conversely, B2C and C2C are intended to be widely visible. Computer users are encouraged to think of the Internet and the Web as the world's largest shopping mall where they might find any product or service they desire. Vendors now rely on a significant percentage of their sales coming from online purchasing. On December 14, 2009, Amazon.com sold 9.5 million items online, a sales record which the old business models would find impossible to match.

The advent of the “Web 2.0” philosophy saw greater emphasis placed on user involvement – user tagging, recommender systems, etc. Web 2.0 led merchants to realize that the online world's largest shopping mall where they might find any product or service they desire. Vendors now rely on a significant percentage of their sales coming from online purchasing. On December 14, 2009, Amazon.com sold 9.5 million items online, a sales record which the old business models would find impossible to match.

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E-commerce has also helped to define M-commerce (mobile commerce) as mobile devices become an increasingly important part of a user's online presence. In 2010, more than ever before, retailers have strived to attract customers through their mobile devices. Some have created “apps”, partnering with leading companies such as Facebook and Google, and using location-based services (such as Foursquare or Facebook Places) to serve up deals on mobile telephones. Consumer personalization defined as an element in their social networking profiles provides a valuable part of this model.

For better or worse, the future of E-commerce and social networking appear to be inextricably intertwined. Consumers are likely to rely on their peers in social networks as they make online decisions for purchasing, whether or not brands choose to participate. Socially connected consumers will strengthen communities and shift power away from the branding so common today. Eventually this may result in empowered communities defining the next generation of products. Social commerce will evolve as communities themselves dictate to brands how they should be built and negotiate with competitors if their specifications are not met.

SPRING INTO ACTION

A CALL FROM THE MEICOM ALUMNI ASSOCIATION

The MEICOM is one of the most active alumni bodies in the University of Hong Kong. The key mission of the MEICOM Alumni Association is to provide a platform for all alumni and current students to network among themselves. For the past 10 years, the Alumni Association has organized various types of activities including professional talks, annual dinners, monthly happy hours, bowling, hiking, BBQ, etc. We thank all the members for their unfailing support in the past. With their continuous support, the alumni committee had volunteered their time and worked harder than before. Let’s take a closer look at the activities in the past months.

HIGHLIGHTS FROM 1ST SEP 2010 – 30TH DEC 2010

1. Ensure a motivating transition for students as they become alumni

Official launch of Mentorship programme to increase communication between MEICOM alumni and current students through mentoring, career advice and networking – MEICOM AA representation at the Graduation Dinner 2010 on 24th Nov 2010 – BBQ & Golf at the Whitehead Club in Sep – All participants had a wonderful time and took the opportunity to meet with old and new friends. Most of the guests attended the golf training as a first-time player and demonstrated their potential to be an excellent golfer sooner or later. We received a positive feedback from our guests. This motivates us to continue organizing activities which offer our alumni an opportunity for learning and growing all together.

2. Increase community outreach

We had privilege of working with Sowers Action to set up a water filling station for the Sowers Action 12H Challenge (http://www.challenging12hours.org/en_index.html) We successfully raised fund to help bring a better tomorrow to those children in need.

3. Grow the profile, awareness and influence of the MEICOM AA

2010-2011 priorities are focused on the engaging of current students and alumni in community services, bonding with one another through community action for greater and more practical benefits.

HKGU 100 KICK-OFF PARADE

HKU 100 Kick-Off Ceremony Parade was held at Stanley Ho Sport Center at Sandy Bay on January 9, 2011. Our Vice Chancellor Professor Lap Chee Tsui, Pro-Chancellor Dr David Li Kwok Po and over 4,000 guests together with their families joined this spectacular event.

MEICOM is the founder of the HKU Marathon Team and we have been the staunch supporter over the years! We were incredibly honored to be invited to lead the HKU Marathon Team Parade Troupe. Students, staff and alumni from different faculties, halls and organizations also joined this parade.

Over 50 MEICOM alumni members joined the HKU Marathon Team Troupe, marched to the “control stage” and shouted the slogan “HKU, we run for U” 3 times, as the slogan represents the unity within the University family, bringing together students, alumni, staff, families and friends. During the parade, it was announced that there will be over 2,800 HKU runners joining the Standard Chartered Hong Kong Marathon on Feb 20, 2011. This ceremony was only the opening of the HKU Centenary Celebrations, which will span two years. We all enjoyed the picnicking and the carnival in a sunny and warm afternoon.

Patrick Chan
Vice President 2010-11 MEICOM Alumni Association
INTRODUCING TWO OF OUR NEWEST FACULTY

DR MICHAEL KWAN
Michael Kwan is an Assistant Superintendent of the Customs & Excise Department, responsible for cyber and hi-tech intellectual property crime investigation. He co-teaches the ICOM module “E-crimes: digital crime scene and legal sanctions” with Dr. Kevin Pun and Dr. KP Chow in spring semester in 2011.

Michael has been involving in technology crime investigation and digital forensics since 2000. He was the officer-in-charge of the Computer Forensic Laboratory of the Hong Kong Customs & Excise Department; responsible for the retrieval of digital evidence at the scene of crime and subsequent digital forensic examination for court purposes.

Having obtained a BSc degree in Computer Science and MSc degrees in Forensic Investigation and Telecommunications, Michael has pursued a PhD at The University of Hong Kong. His research area is in forensic computing and has 11 publications in this field. He is a founding and council member of the Information Security & Forensics Society in Hong Kong.

DR HILTON CHAN
Hilton Chan is the Chairman of Centinel Limited providing IT consultancy, digital investigation and computer forensics services in the Greater China region and Canada. He was one of the pioneers in computer forensics working with law enforcement agencies in Hong Kong and overseas. He will co-teach the ECOM module “E-discovery and digital forensics” with Dr. KP Chow in summer semester in 2011.

In the late 90’s, Hilton headed the Computer Crime unit of the Hong Kong Police and set up the Computer Forensics Laboratory, Cyber Crime Investigation, and accredited training for officers in Hong Kong Police, Customs and Excise, Immigration, ICAC, Inland Revenue, banks and other large corporations. His operational experiences and research interests include Intelligence Analysis, Computer Forensics, Cyber Crime Investigation, Corporate Information Security Policy, Business Intelligence and Strategic Planning, and Crisis Management. He is the founding member and ex-Chairman (2007-2009) of the Information Security and Forensics Society, a member of the Hong Kong Forensic Society and had served in the board of directors for the Society for the Policing of Cyberspace, Canada.

PROGRAMME OFFICE UPDATES

NEW MODULES TO BE OFFERED
Two new modules will be introduced in the third semester 2010-11.

ECOM6032 E-discovery and digital forensics
- This module will be taught by Dr. KP Chow and Dr. Hilton Chan. It gives students an in-depth understanding of the current IT management and e-business litigation practices involving e-Discovery and Digital Forensics.

ECOM6033 Geospatial information and technology for location-based services
- This module will be taught by Prof. Karen Kemp. It examines how to identify, obtain and manage the location-based information that users need and the geospatial technology and content behind LBS called Geographic Information Systems (GIS).

GRADUATE DIRECTORY
To stay in touch with the Programme and with your fellow graduates, the Programme Office provides a graduate directory for you to update your contact information and look for other graduates. So don’t forget to tell us if you have moved, changed your telephone number or email address. You should check to make sure your information is correct and up-to-date.

http://www.ecom-icom.hku.hk/graduate-info/login.asp

CLASS NOTES
Share your whereabouts, career changes and promotions, joys and experiences with us! You are welcome to post your Class Notes at http://www.ecom-icom.hku.hk/?link=ClassNotes

CONTINUING PROFESSIONAL DEVELOPMENT (CPD) COURSES
Graduates are welcome to enroll in MSc(ECom&IComp) modules for continuing and professional development purpose. Information about CPD courses is published on the programme web site in September, December, and May. Watch out for our email notification if you are interested.

ADMISSION 2011
We are now inviting applications for 2011 September admissions. Updated information can be found in the programme web site and brochure. If your friends or colleagues are interested in our programme, please ask them to contact the Programme Office.

ECom-IComp Experts Addresses
The ECom-IComp Experts Address series is designed primarily to keep students and alumni of our programme up-to-date with the information technology and electronic business trends around the world, and given by our visiting instructors around the world.

Prof. Bebo White started the series off for the new academic year of 2010-11 by presenting on 13 September on Linked Open Data. He described the basic principles of LOD and gave powerful examples of how it is currently being used.

In November, Prof. Amy Shuen gave the talk “The Next 5 Years of Web 2.0 Strategy”. Her presentation focused on the key trends emerging for the next five years of Web 2.0 strategy - since business, consumer and social networking companies and applications worldwide have been given a huge boost by smartphones and mobile apps beyond the iPhone; virtual people, goods and games making real money in the cloud for small and big businesses; and new business models figuring out how to monetize and dynamically price real-time sensor information for new knowledge services for healthcare, government and smart planet.

Mr. Peter Looms gave the talk “Gatekeeping and digital media” on 8 December. He explained what gatekeeping is, how gatekeeping has become a mechanism that influences the way in which consumers and providers of digital media interact with each other and what implications gatekeeping has for the workings of our society.

The slides and video recording of most of the addresses are available on our web site:

MEICOM CONNECT welcomes contribution and comments. Please email them to msc@ecom-icom.hku.hk.