Research on User Involvement
Engaging Stakeholders Online: The Bright and Dark Sides

Overview

Given the growing interest of people in using online media to communicate in their personal and professional life, organizations are striving hard to engage their stakeholders online much more than ever before. It has encouraged scholars to analyse a set of factors that is specific to virtual means of engagement. From the little research available in the area online engagement, it appears that along with advantages, online engagement also comes with grave consequences for an organization's stakeholders. Thus, this special section seeks to cover both bright and the dark sides of engaging stakeholders online.

Special Section Call for Papers:

Engaging Stakeholders Online: The Bright and Dark Sides

Organizations are increasingly using the internet to engage their stakeholders (employees, suppliers, customers, government, and management) for several positive outcomes such as higher productivity, growing revenue, and increased profits. Different theoretical models of engagement has been explored for such online platforms like uses and gratification theory, dual processing theory, and technology adoption models (Dolan et al., 2016; Dolan et al., 2019; Grover & Kar, 2019; Grover et al., 2019b; Gupta et al., 2019).

Though research suggests that engaging stakeholders have a lot of benefits to the individuals, groups, and organizations, the concerns relating to the overuse of these engagement practices especially through the internet cannot be ignored (Shelton & Skalski, 2014; Fox & Moreland, 2015; Baccarella et al, 2018). This side includes the darker aspects that cover 'too much of engagement' such as physical and mental strain leading to imbalances in the stakeholders' life. Indeed, there seem to be both positive and negative consequences of engaging stakeholders online and each engagement practice or intervention needs to be seen through both these lenses. Further there has been plethora of evidences surrounding disinformation and misinformation in existing literature which impacts user engagement (Aswani et al., 2019).

Such an exploration makes it necessary to view the context through more than one lens and from the perspectives of multiple stakeholders (Friedman & Miles, 2002). It enhances the chances of a more holistic theoretical understanding of this new and complex nature of engagement. To address the issues of such complexity, mixed-method research designs are often suitable. A plethora of emerging research methodologies like the user-generated content mining, social media analytics, artificial intelligence and other approaches are guiding a lot of such research up and beyond the traditional approaches based on surveys, expert feedback, and analyses using inferential statistics (Fan & Gordon, 2014; Rathore et al., 2017).

Thus, following are the objectives of this special section:

- To challenge the existing theories in the online engagement literature.
- To explore different theoretical models of the factors that may have dual effects on the stakeholders that are engaged online, whether positive or negative.
- To examine the ways in which internet can itself be a remedy to shift stakeholders from the dark side to the bright side of engagement.

- To establish the need for interventions in such engagement in the online communities

Research Themes of the Special Section:

Submissions related to the following themes are welcome but are not limited to,

- Adoption and impact of innovative internet-based disruptive business models
- Balancing engagement of one stakeholder with that of the other.
- Collaborative learning through internet engagement.
- The dark side of excessive internet engagement, compulsive behaviour, and addiction.
- Disruptions in personal or professional life due to different levels of addictive engagement to online platforms
- Engagement, disengagement, polarization or acculturation due to misinformation/disinformation in social media platforms in socio-political agendas
- Examining the counter-intuitive initiatives by the industry to engage stakeholders online.
- Factors affecting stakeholder disengagement due to internet-based activities such as employee turnover, customer churn due to technostress
- Impact of biases due to intelligent backend algorithms in online platforms
- Interventions to shift stakeholders from the darker to the brighter side of internet adoption, usage, and impacts.
- Organizational interventions to engage its stakeholders online.
- Role of social media in engaging economies for socio-economic development.
- Theory development using user-generated content for online community behaviour

Timeline

Deadline for paper submission:	30 June 2020.
Notification of acceptance:	31 October 2020.
Special section publication:	1 January 2021.

Special Section Editors

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Submission guidelines and Review Process:

All the submissions must adhere to the AJIS Submission/Author guidelines (refer http://journal.acs.org.au/index.php/ajis/about/submissions). Each submission will be screened by at least one of the Special Section Editors to ascertain the suitability of the work. Select papers meeting the special section criteria would be sent for double-blind peer review.

Representative References

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About the Editors

Manish Gupta

Manish Gupta is Assistant Professor in the Department of Human Resource at IBS Hyderabad, a Constituent of IFHE, Deemed to be University. His PhD thesis is in the area of 'work engagement'. His current research interests include work engagement, internet engagement, and brand engagement. Manish is a recipient of UGC-JRF and NET certificate. His teaching areas are HRM, OB, HR analytics, and competency mapping. He has both teaching and industry experience. He is Editorial Team Member of Journal of Global Information Management, Australasian Journal of Information Systems, International Journal of Knowledge Management, Journal of Electronic Commerce in Organizations, International Journal of Cyber Behavior, Psychology and Learning, and HRM Review magazine. He is Guest Editor for 11 journals published by Emerald, Wiley, Elsevier, UoQ, etc. He has authored more than 33 and reviewed more than 100 research papers. His publications are in APA, Emerald, Wiley, Elsevier, etc. journals. He has recently won the Top Peer Reviewer 2019 award by Publons, USA (Web of Science) and also AIMS International Outstanding Young Management Researcher Award 2019. He has also won the ADHR best issue of 2018 award. His work has received media coverage in magazines, newspapers, blogs and news channels. He has 5 books, 9 book chapters, 19 conference papers, and 6 teaching cases to his credit. He has conducted multiple management development programs and has a strong industry-connect. His scholastic work is accessible here: https://scholar.google.co.in/citations?user=yJtwSkwAAAAJ&hl=en

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Prof. Kar is Associate Professor in the Information Systems area at DMS, IIT Delhi, India. His research interests are in the domain of data science and AI/ML applications, digital transformation, internet ecosystems, social media, blockchain and ICT-based public policy. He has authored over 85 articles in reputed platforms Elsevier, IEEE, Springer, ACM, Taylor & Francis, and Emerald and edited/authored 6 research monographs. He is on the Editorial Board / Associate / Coordinating / Editor of journals like International Journal of Information Management, Information Systems Frontiers, Global Journal of Flexible Systems Management and International Journal of Electronic Government Research. Previously, he has worked for IIM Rohtak, IBM Research, and Cognizant Consulting. He has also generated over 15 Crores INR through research, advocacy and training projects from national and international MNCs and governments. Over the years, he has received numerous awards and recognitions for his contributions in research from several organizations including the Association of Indian Management Schools, International Federation for Information Processing, Elsevier, Tata Consultancy Services, Project Management Institute, IIT Delhi and IIM Rohtak. Details of his research can be accessed at http://arpankar.com/.

Charles Jebarajakirthy

Charles completed PhD in Marketing at Swinburne University of Technology, Melbourne. For his PhD, he obtained the award "PhD Thesis of the Year 2015" in the Faculty of Business and Law, Swinburne University. He is a research focused marketing academic and more interested in researching in the areas of retailing, services marketing and customer behaviour.

He has published around 25 research articles in reputed Marketing journals. His research has been published in the Journal of Business Research, Journal of Retailing and Consumer Services, International Journal of Hospitality Management, Marketing Intelligence and

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He has served Guest Editor for reputed journals, including Journal of Strategic Marketing, and International Journal of Nonprofit and Voluntary Sector Marketing. He has reviewed manuscripts for several top-rated journals and have received best reviewer awards from reputed marketing conferences and journals.