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## **OUTSTANDING CONFERENCE PAPER AWARD WINNERS**

Since 2004, each year the IAEB has recognized a few papers and their authors for their outstanding research efforts. Listed below are the winners of top conference paper awards during each of the past few years.

*We congratulate the award winners!*

### **The IAEB 10th (2010) ANNUAL CONFERENCE OUTSTANDING RESEARCH PAPERS AWARD WINNERS**

(The papers – listed below in alphabetical order, first author's last name, and NOT rank-ordered—were recognized as "outstanding" by the reviewers largely on the basis of their research inquiries and/or methodologies. Initially, 8 papers were identified for possible recognition. Since the objective was to select 3 top papers, the 8 papers were sent out again for further review. At this second phase of reviews, 5 papers received high rankings, some with similar rankings. Because the reviewers did not have access to all the papers for comparison, the Academy does not rank the papers. Instead, we simply identify the top ranking papers.)

#### **E-BUSINESS MODELS FOR THE CO-CREATION OF VALUE WITH THE CUSTOMER**

**Garyfallos Fragidis, Technological Education Institute of Serres, Greece**

**Konstantinos Tarabanis, University of Macedonia, Thessaloniki, Greece**

**Paschaloudis Dimitrios, Technological Education Institute of Serres, Greece**

#### **USING SERVICE VALUE NETWORKS TO POSITIONING THE BUSINESS: A SERVICES GATEWAY CUSTOMER INTERFACE SOLUTION**

**John Hamilton, James Cook University, Australia**

#### **DOES NEGATIVE E-WOM AFFECT CONSUMER ATTITUDE NEGATIVELY OR POSITIVELY?**

**Kazuki Hiura, Keio University, Japan**

**Mai Kikumori, Keio University, Japan**

**Keitaro Kishimoto, Keio University, Japan**

**Naoko Matsumoto, Keio University, Japan**

**Miho Nakagawa, Keio University, Japan**

**Munetoshi Ujita, Keio University, Japan**

**Akinori Ono, Keio University, Japan**

#### **MODELING ONLINE REPURCHASE INTENTION IN A DEVELOPING COUNTRY: THE CASE OF MALAYSIA**

**Norshidah, International Islamic University Malaysia**

**Mohamed, International Islamic University Malaysia**

**Ramlah Hussein, International Islamic University Malaysia**

**Nurul Hidayah Ahmad Zamzuri, International Islamic University Malaysia**

#### **LEVERAGING E-COMMERCE PLATFORMS FOR BUSINESS PLAN COMPETITIONS: LINKING PEDAGOGY AND PRACTICE**

**Linda W. Ross, Rowan University, USA**

**Kimble A. Byrd, Rowan University, USA**