

E-COMMERCE, ISAAC et VOLLE, 2011

REFERENCES COMPLEMENTAIRES DU CHAPITRE 2

Barua A., Konana P., Whinston A.B. et Yin F. (2004), « An empirical investigation of net-enabled business value », *MIS Quarterly*, vol. 28, n°4, pp. 585-620.

Da Silva R.V. et Syed Aiwi S.F. (2008), « Online brand attributes and online corporate brand images », *European Journal of Marketing*, vol. 42, n° 9/10, pp. 1039-1058.

Doherty N. F. et Ellis-Chadwick F. (2009), « Exploring the drivers, scope and perceived success of e-commerce strategies in the UK retail sector », *European Journal of Marketing*, vol. 43, n° 9/10, pp. 1246-1262.

Elberse A. (2010), « Bye-bye bundles: The unbundling of music in digital channels », *Journal of Marketing*, vol. 74, n°3, pp. 107-123.

Hulland J., Wade M.R. et Antia K.D. (2007), « The impact of capabilities and prior investments on online channel commitment and performance », *Journal of Management Information Systems*, vol. 23, n°4, pp. 109-142.

Rowley J. (2009), « Online branding strategies of UK fashion retailers », *Internet Research*, vol.19, n°3, pp. 348-369.

Varadarajan R., Srinivasan R. et al. (2010), « Interactive technologies and retailing strategy: A review, conceptual framework and future research directions », *Journal of Interactive Marketing*, vol.24, n°2, pp. 96-110.

Weltevreden J.W.J. et Boschma R.A. (2008), « Internet strategies and performance of Dutch retailers », *Journal of Retailing and Consumer Services*, vol. 15, n°3, pp. 163-178.

Yada M.S., Varadarajan R. et Shankar V. (2008), « First-mover advantage in an Internet-enabled market environment: Conceptual framework and propositions », *Journal of the Academy of Marketing Science*, vol. 36, n°3, pp. 293-308.

Zhu K. (2004), « The complementarity of information technology infrastructure and e-commerce capability: A resource-based assessment of their business value », *Journal of Management Information Systems*, vol. 21, n°1, pp. 167-202.