Editorial

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Editorial Objective

JBM is a double-blind refereed, authoritative reference addressing working or potential business and management theories/practices as well as the emerging issues of interest to academics and practitioners. The primary editorial objective of the JBM is to provide a forum for the dissemination of theory and research in all areas of business, management, and organizational decisions areas. We invite research articles, comprehensive reviews, and case studies that provide insights into the business phenomena occurring every day. Authors of JBM are always encouraged to offer recommendations to readers exemplifying the applicability of their research findings.

Research Topics

In this issue, we have accepted four research papers for publication in JBM. The research topic of the first paper is “Role of In-store Atmospherics and Impulse Buying Tendency on Post-purchase Regret,” authored by Chandan Parsad, Sanjeev Prashar, T. Sai Vijay, and Vinita Sahay. The second one is “Digital Storytelling as a Solution to Destigmatize Products: Case of Women Lingerie from India,” reported by Varsha Jain, Amrita Bansal, and Tarishi Misha. The third one is “The evolving B2B e-commerce and supply chain management: A chronological mémoire,” examined by Richard W. Monroe and Paul T. Barrett. Finally, a study on “Evaluating the alignment between organisational critical activities and websites in New Zealand Universities,” is presented by Wei-Hsi (Frank) Hung and Kai-Ju Chuang.

We thank very much the authors for sharing their knowledge by contributing the papers and the reviewers for taking their precious time to offer improvement suggestions to the authors. Special thanks go to National Chengchi University in Taiwan for the administrative support and to Western Decision Sciences Institute for the financial support. Without all these scholars and partners the publication of JBM is not sustainable. Please note that the views expressed in these papers are those of the authors and not of the editors, editorial board, JBM, WDSI, National Chengchi University, or Chung Yuan Christian University. We hope these papers are interesting to read and useful to your future research. On behalf of the Editorial Board, I thank you very much for your continuous support.

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About the Author

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Eldon Y. Li is Chair Professor of MIS and Director of Ph.D. Program in Business at Taiwan Chung Yuan Christian University, and Chair Professor at Shanghai Tongji University. He is the former University Chair Professor and department chair of the Department of Management Information Systems at the National Chengchi University (NCCU), Taiwan. He holds a bachelor degree (1975) in international trade from NCCU and both MSBA degree (1978) in management information systems and Ph.D. degree (1982) in information systems and quantitative sciences from Texas Tech University, USA. He was the Dean of College of Informatics and Director of Graduate Institute of Social Informatics at Yuan Ze University, Chung Li, Taiwan (2003-2005), the Founding Director of Graduate Institute of Information Management, National Chung Cheng University, Chia Yi, Taiwan (1994-1996), the Coordinator of Management Information Systems Program, California Polytechnic State University, San Luis Obispo, USA (1986-1989; 2001-2003). He has published over 260 papers in the areas of electronic business, service innovation, decision systems, human factors in information technology (IT), strategic IT planning, software engineering, total quality management, information management, and business management. His papers have appeared in top journals such as Communications of the ACM, Communications of Association for Information Systems, Computers & Education, Decision Support Systems, Information & Management, Journal of Association for Information Systems, Journal of Management Information Systems, Omega, and Research Policy, among others.

Wei-Hsi (Frank) Hung is Professor of Management Information Systems at National Chengchi University, Taiwan. He holds a Ph.D. degree from University of Waikato, New Zealand. His research interests are in the areas of e-commerce, IS alignment, knowledge management, and supply chain management. His research papers appeared in journals such as Decision Support