

2015

## From the Desk of the Editor

Follow this and additional works at: <https://scholarworks.lib.csusb.edu/jitim>



Part of the [Business Intelligence Commons](#), [Communication Technology and New Media Commons](#), [Computer and Systems Architecture Commons](#), [Data Storage Systems Commons](#), [Digital Communications and Networking Commons](#), [E-Commerce Commons](#), [Information Literacy Commons](#), [Management Information Systems Commons](#), [Management Sciences and Quantitative Methods Commons](#), [Operational Research Commons](#), [Science and Technology Studies Commons](#), [Social Media Commons](#), and the [Technology and Innovation Commons](#)

---

### Recommended Citation

(2015) "From the Desk of the Editor," *Journal of International Technology and Information Management*. Vol. 24 : Iss. 2 , Article 8.

Available at: <https://scholarworks.lib.csusb.edu/jitim/vol24/iss2/8>

This Editor's Remarks is brought to you for free and open access by CSUSB ScholarWorks. It has been accepted for inclusion in *Journal of International Technology and Information Management* by an authorized editor of CSUSB ScholarWorks. For more information, please contact [scholarworks@csusb.edu](mailto:scholarworks@csusb.edu).

## **From the Desk of the Editor**

This is the second issue of Volume 24, 2015. Implementation issues in relation to information systems have been around since the first software applications were developed. In this issue there are several papers related to this topic from different angles.

In “Do National Culture and Organizational Development Affect The Effectiveness of ERP Implementation? A Tale of Two Cultures: US versus China” Fok, Fok, Hartman and Li study, not only do they identify the issues surrounding current ERP implementations, but also whether there is a cultural effect. Besides cultural theories there are also other theories and methods from non-IS domains that are being implemented in information systems functionality. Halaweh and El Massry in their paper “Conceptual Model for Successful Implementation of Big Data in Organizations” aim to develop a holistic model that includes factors that affect the success or failure of the implementation of big data in organizations. Similarly Haddud, Dugger and Lee in “Manufacturing Control, Asset Tracking, and Asset Maintenance: Assessing the Impact of RFID Technology Adoption”, study the identification of implementation areas where RFID can have the greatest impact on manufacturing control, manufacturing asset tracking, and asset maintenance in a lean manufacturing environment. The relationship between consumer psychology and recommender systems, more specifically how implementing a consumer psychology model can improve recommender system performance is described by Tomer in his paper “Implications of Perceived Utility on Individual Choice and Preferences: A New Framework for Designing Recommender System”.

Recommendations drive sales which is especially important during festive seasons. However what exactly are the factors driving online shopping during those times of the year? Khanna and Sampat in their paper “Factors Influencing Online Shopping During Diwali Festival 2014: Case Study of Flipkart and Amazon.In” examine the growth and opportunities in the Indian e-tailing sector. In their research the positive and negative factors influencing online shopping in India during the festive season is object of study.

This issue ends with a paper by Qui and Cantwell, who re-conceptualize and re-classify General Purpose Technologies (such as ICT). The research “Revisit the Classification of General Purpose Technologies (GPTs) in Corporate Innovation Research Using Patent and Patent Citation Data” is based on a broad field-based approach, based on a two-dimensional construct using patent and patent citation data.

As the editor, I would like to thank Dr. C. E. Tapie Rohm, Jr., Editor-in-Chief, members of the Executive Committee of the IIMA, all members of the Editorial Review Board, as well as many ad hoc reviewers for their support whose time and efforts made it possible to go through so many quality manuscripts and select the few articles published. Furthermore, I would like to thank all the authors of manuscripts, whether accepted for publication or not and for the readers of this journal. Without your contributions, it wouldn't be possible to maintain the growth of a quality journal. I look forward to your continuing contributions of quality manuscripts.

Furthermore, I would like to thank all the authors of manuscripts, whether accepted for publication or not and for the readers of this journal. Without your contributions, it wouldn't be possible to maintain the growth of a quality journal. I look forward to your continuing contributions of quality manuscripts.

Pascal Ravesteijn  
Editor