

Editor's Introduction

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As the last issue of 2013, the journal presents two papers that cover two important issues in information systems. Online marketing is an important area in electronic commerce. Social media provides a platform for many creative relationship marketing mechanisms. The first paper by Carol and Shirley examines social networking behavior of part-time blog marketer. In a case study on tourism blogs, they identified three different network pictures of tour guides: fan club, compliance, and creative outlet. They have different boundaries and interaction styles.

The second paper by Hung, et al. deals with a quite traditional issue: whether investment on information technology can improve firm performance. While it seems clear that the answer is positive, the paper provides new insights into their relationships. More specifically, the study found that IT investment has a positive contribution toward business performance, but the maintenance costs have a negative effect. A time lag of two to three years exists for the effect of IT investment to be effective. Furthermore, a non-linear relationship between IT investment and firm performance may exist, as the artificial neural network models provide a better explanation power than the linear regression model.

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