EDITORIAL PREFACE

Strategic Technologies and Innovation: Challenges and Determinants of Creativity, Justification, Design, and Adoption

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INTRODUCTION

This issue describes a number of challenges in the creation, adoption, and use of strategic technologies along with solutions and information to enable technological innovation and success. Included in this issue are articles focusing on conceptual frameworks and research to increase the understanding of the determinants of innovation from creativity to adoption of a variety of information technologies. The articles provide information on the many facets of the challenges facing organizations seeking to maximize effective use of technology.

The issue begins with a description by McNair, Howard, Guzman, and Watkins of an inexpensive and easily implemented tutorial designed to enhance individual creativity. The article describes the criticality of creativity and innovation to organizational survival in the 21st century and argues that it is essential for educational institutions and other organizations to find ways to help individuals reach their full creative potential. The authors present and recommend organizational trails of similar tutorials along with further research testing of the effectiveness of a simple and low cost tutorial which seems to have the potential to enhance creativity.

Next, Datta presents a theoretical framework which indirectly links IT capabilities and firm innovation, showing the mediating role of knowledge assets such as knowledge capabilities and networks. Datta describes firm innovation as characterized by innovation development and commercialization. The article posits propositions that link knowledge capabilities and knowledge networks in a proposed framework for IT Capability with Firm Innovation based on an extensive review of literature focusing on entrepreneurship, strategy, and innovation.

The third article discusses the challenges of cost justifying Radio Frequency Identification (RFID). Given the growing popularity of RFID and potential to significantly alter the way business is conducted, it is important that organizations develop accurate ways to access the benefits of RFID. However, as described by Lee and Eun, this has been difficult due to the time lag in RFID benefits and delays in the payback time after RFID investment. The authors argue that delay has been a key deterrent to firms investing in RFID and describes how time lags are determined by a firm’s IT capability and IT type. The author presents a conceptual framework designed to increase
understanding of time lags in RFID pay-offs. The article reports how expected time lags of RFID are able to be modified by the level of IT capability of each firm, and the shorter time lags are experienced with stronger IT capability.

In the fourth article, Service Quality Dimensions within Technology-Based Banking Services, Alkibsi and Lind describe the results and findings of their quantitative correlational descriptive research study to determine the relationship between technology-based banking service quality dimensions and behavioral intentions towards TBBS, and customer satisfaction in Yemen. Their study provides evidence that the seven service quality dimensions described by Lin and Hsieh (2006) are significantly related to behavioral intentions towards TBBS, and customer satisfaction, functionality, enjoyment, security, assurance, design, convenience, and customization. Based on the results of the study, Alkibsi and Lind recommend that bank leaders use TBBS to focus on customization and enhancement of customers’ experience.

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Caroline Howard (PhD) is an author, editor, consultant, and educator. She has published a number of articles on technology and learning. Her books include the first and 2nd editions of the Encyclopedia of Distance Learning (2005 and 2009), Winning the Net Game: Becoming Profitable Now that the Web Rules have Changed (Entrepreneur Press, 2002), The Design and Management of Effective Distance Learning Programs (2002), and Distance Learning and University Effectiveness: Changing Educational Paradigms for Online Learning (2005). Caroline holds an MBA from The Wharton School, University of Pennsylvania and a PhD in management information systems from the University of California - Irvine where she received honors for her teaching and research.