EDITORIAL PREFACE

Special Issue from the Society of Digital Information and Wireless Communications (SDIWC) Conferences

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As it was mentioned in the previous issue, the International Journal of E-Entrepreneurship and Innovation (IJEEI) and Society of Digital Information and Wireless Communications (SDIWC), which is a non-profit organization devoted to promoting science and technology in digital technology, collaborated to bring out special issues on the topic of digital and web technologies and applications. This special issue of IJEEI is devoted to papers from a series of multidisciplinary conferences all over the world that were organized by SDIWC in 2011. Special issue papers cover a wide range of issues primarily in the fields of digital enterprise, digital and web technologies and applications.

The issue opens with “Establishing Service Management in SOA” that is written by Kleiner and Dunkel. In this paper, Kleiner and Dunkel have shown that service management in an enterprise environment requires service-oriented architectures (SOA) governance and such governance has to be based on the specific service lifecycle in a SOA and should be supported by appropriate software tools.

In the second article, Nili and Keramati examine the topic of “Customer Retention Programs of CRM and Customer Retention in E-banking”. This study considers various viewpoints and concepts about customer relationship management (CRM), aims to propose a comprehensive set of customer retention programs of CRM and describes the correlation between each of these programs and customer retention. The results of this analysis represent the positive and significant correlation between each of the customer retention programs of CRM and customer retention in e-banking sector.

Like CRM, Social Media platforms also offer a lot of potential to broaden and optimise the knowledge and information basis and processes of an organization. The study of Anger and Kittl, which is entitled “Encouraging User-Generated Content with a Conceptional Social Media Communication Process Model”, provides an approach to external communication in Social Media for the purpose of profiting from the knowledge and content created by users. This paper offers an outline of motivation for, types
and use of user-generated content in Social Media and provides a model facilitating external knowledge management within organizational communication measures in Social Media.

“Online Security Cues and E-Payment Continuance Intention” which is written by Huang and Cheng, extends the IS Continuance Model with Cue Utilization Theory to examine the impact of offering e-payments to online users, specifically, the relationship between their perceived benefits, legal protection, risk avoidance, and satisfaction with prior experiences. This study indicates that perceived cues (benefits, legal protection and risk allocation) differentially affect consumer behavior. Notably, perceived cues and confirmation associated with satisfaction have influences on e-payment continuance intention.

The last paper of this issue, which is written by Leung and Knottenbelt, deals with the topic of “Comparative Evaluation of Independent Private Values Distributions on Internet Auction Performance”. This study analyses the impact of the Independent Private Values (IPV) Model on Internet auction performance through the use of an auction process simulator.

We hope you will benefit from a close reading of these articles and get fruitful information. Many thanks to all contributors of this issue.

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