Editorial Preface

International Journal of Enterprise Information Systems: Welcome to Issue 2 of IJEIS

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INTRODUCTION

It is my pleasure to welcome all of you to this second issue of the International Journal of Enterprise Information Systems (IJEIS). We have received an excellent response to the inaugural issue of IJEIS from both academics and practitioners. We are pleased by this response and are proud to report that IJEIS is achieving its mission of promoting research and applications in enterprise information systems. In the second issue, there are five interesting papers dealing with various aspects of enterprise information systems: (i) different strategies to enterprise system adoption, and the choice between reengineering-led and quick deployment; (ii) identity theft and e-fraud as critical concerns of customer relationship management; (iii) implications of e-aggregation applications provided by emerging vertical applications service providers; (iv) channel prices of a homogenous product in a dual-channel monopoly; and (v) a model to evaluate the strategic information technology projects. The methodology employed in these research articles ranges from analytical models to empirical studies. A brief review of each article is presented.

REVIEW OF PAPERS

Companies adopt different strategies and methods for implementing various enterprise information systems (EIS) that include electronic data interchange (EDI), material requirements planning (MRP), enterprise resource planning (ERP), electronic commerce (e-commerce) and radio frequency identification (RFID). In their paper, Analyzing Different Strategies to Enterprise System Adoption: Reengineering-Led vs. Quick-Deployment, Newell, Cooprider, David, Edelman and Logan explore how the strategies, reengineering-led vs. quick-deployment play a major role in the successful implementation of EIS and the factors that influence the type of approach to be taken. They use exploratory data from interviews with consultants who have been involved in multiple ES implementation in external companies. They also use interviews with project members involved in an internal ES implementation. Their study suggests that some level of reengineering is an inevitable outcome of ES implementation and explores the implications for post-implementation exploitation.

Fraud and identity theft have been increasing with the use of e-commerce. In the US alone, it has been estimated that victims may spend on average $1,500 in out-of-pocket expenses and an average of 175 hours to resolve problems caused by such identity theft. Smith and Lias in their paper, Identity Theft and E-Fraud as Critical CRM Concerns, present an empirical study of 75 managerial employees and/or knowledge workers in five large organizations in Pittsburgh, Pennsylvania. They reveal a number of interesting facts about how much information they share with others and how likely it is that they will conduct business and credit.
SMEs have low engagement with e-business for a variety of reasons. The article, *An SME Perspective of Vertical Application Service Providers* by Lockett and Brown, investigates the impact of e-aggregation applications, provided by emerging vertical application service providers (VSPs), and defined as “an e-business application, promoted by a trusted third party; which engages a significant number of SMEs by addressing an important shared business concern within an aggregation.” By conducting qualitative surveys of four aggregations of SMEs using these applications (users) and comparing these results with similar enterprises who are not (non-users), the research shows that such applications can facilitate the e-business engagement by SMEs.

Sheik, Amin and Amin in their paper, *Channel Prices of a Homogenous Product in a Dual-Channel Monopoly* study the pricing strategy of a monopolist selling through stores. They found that the monopolist generally charges a higher price in the brick-and-mortar store than the price charged in the Internet store. If, however, there exists a sufficiently large fraction of buyers who would strictly prefer to buy the product from the Internet store at any given price, the monopolist might change the same price in both the stores. They also found that physical store price of a dual-channel monopoly is higher than the physical store of a single-channel monopoly. The price charged in the Internet store is generally lower than the single-channel monopoly price.

Lefley and Sarkis in their paper, *Applying the FAP Model to the Evaluation of Strategic Information Technology Projects* introduce an innovative methodology, the Financial Appraisal Profile (FAP) model, to reduce the level of project failure and address some issues and limitations posed by standard appraisal and evaluation approaches for strategic technologies and programs. By making the right decision in the first place and involving senior managers in the appraisal process, the organization will be better situated to achieve project success. The adoption of a management team approach to investment appraisals will not only enhance the information base, but will also result in greater managerial commitment to a project. They believe by adopting the FAP model, greater awareness to strategic issues and goals will also be achieved, which should lead to a more focused top management team — with all members pulling in the same direction.

**CALL FOR PAPERS AND PROPOSALS FOR SPECIAL ISSUES**

*IJEIS* seeks original manuscripts on the design, development and implementation of EIS. It will include case studies, empirical analysis, and analytical and simulation models to highlight and address the justification, outsourcing, selection, and implementation issues of EIS. Comparative studies on the evaluation and implementation of EIS across industries, nations and cultures are desired. Articles on EIS in small and medium enterprises are also encouraged. Academics and practitioners are invited to forward their contributions in the areas of EIS for possible publication in *IJEIS*. Potential Editors are welcome for guest editing special issues in emerging areas of logistics systems and management. Please direct all your communication to the Editor-In-Chief. He can be reached at agunasekaran@umassd.edu.

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I would like to thank all the associate editors and editorial review board members for their continued support to *IJEIS* with their highly valuable advice and reviewing papers. My sincere appreciation goes to all the authors and readers of *IJEIS* for their excellent support and timely contribution to this journal.
Angappa Gunasekaran is a professor of operations management in the Charlton College of Business at the University of Massachusetts (North Dartmouth, USA). Previously, he has held academic positions in Canada, India, Finland, Australia and the UK. He has a BE and ME from the University of Madras and a PhD from the Indian Institute of Technology. He teaches and conducts research in operations management and information systems. He serves on the editorial board of 20 journals and edits a journal. He has published about 160 articles in journals, 60 articles in conference proceedings and two edited books. In addition, he has organized several conferences in the emerging areas of operations management and information systems. He has extensive editorial experience that includes the guest editor of many high profile journals. He has received outstanding paper and excellence in teaching awards. His current areas of research include supply chain management, enterprise resource planning, e-commerce, and benchmarking.