Table of Contents

Research Articles

1 Today's Action is Better than Tomorrow's Cure: Evaluating Information Security at a Premier Indian Business School
Saini Das, Indian Institute of Management, Indore, Madhya Pradesh, India
Arunabha Mukhopadhyaya, Indian Institute of Management, Lucknow, Uttar Pradesh, India
Bharat Bhasker, Indian Institute of Management, Lucknow, Uttar Pradesh, India

24 Innovation Intermediation and Emerging Medical Devices: The Lead-User Method in Practice
Brian O’Flaherty, Department of Business Information Systems, University College Cork, Cork, Ireland
John O’Donoghue, Department of Business Information Systems, University College Cork, Cork, Ireland
Joe Bogue, Department of Food Business & Development, University College Cork, Cork, Ireland

38 Future Sustainability of the Florida Health Information Exchange
Alice M. Noblin, Department of Health Management & Informatics, University of Central Florida, Orlando, FL, USA
Kendall Cortelyou-Ward, Department of Health Management & Informatics, University of Central Florida, Orlando, FL, USA

47 Effect of Self-Directed Learning Readiness by Learner’s Interaction on Social Network Games
Hyungsung Park, Korea National University of Education, South Korea

Book Review

61 Cases on Consumer-Centric Marketing Management
Chia-Wen Tsai, Department of Information Management, Ming Chuan University, Taipei, Taiwan
Pei-Di Shen, Teacher Education Center, Ming Chuan University, Taipei, Taiwan
Yi-Chun Chiang, Teacher Education Center, Ming Chuan University, Taipei, Taiwan

Copyright

The Journal of Cases on Information Technology (JCIT) (ISSN 1548-7717; eISSN 1548-7725). Copyright © 2013 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.