

## EDITORIAL PREFACE

# Many Facets of Strategic Technology: The Issue Topics

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As usual, the articles in this issue cover a wide range of important topics from strategic business uses of technology and related behavior to security. The issue begins with the article, *An Investigation of the Application of New Media and Its Impact on Taiwan Health Communication*, which combines discussion of the important trends of mobile media, social networks, and health communication models. The article by Hung, Hsu, and Tsai covers the dissemination of health related information to enable people to understand and implement healthy lifestyles. Their study analyzed the Taiwan's Centers for Disease Control's campaign "1922 Prevention Expert", and collected data through surveys and interviews to examine how social media in health communication is used and the related outcomes.

The following article, *Distinctiveness of Techno-Entrepreneurship*, discusses how technology can facilitate entrepreneurship to enable individual, firm, regional, and national prosperity. Baporikar's article begins with a deep literature review. This is accompanied by an analysis of secondary data, observation

to understand the holistic nature and definition of techno-entrepreneurship, identification of aspects related to entrepreneurship, management, and economics.

Next, Lartey, Hargiss, and Howard examine the value of two instruments used in many customer satisfaction studies: 1. SERVQUAL developed by Parasuraman, Zeithaml, and Berry (1998) and the Net Promoter System™ (NPS®) developed by Reichheld (2003). To fill the void of research validating these instruments, the article, *Antecedents of Customer Satisfaction Affecting Broadband Loyalty: An Implementation of SERVQUAL and NPS®*, presents the results from surveys of 208 broadband customers in the U.S. Midwest region. The study uses a confirmatory factor analysis to analyze the latent structure of collected data to validate the use as predictors of the five SERVQUAL factors and builds an ordinal logistic regression (OLR) model.

In the article, *Codes of Ethics, Ethical Behavior, and Organizational Culture from the Managerial Approach: A Case Study in the Colombian Banking Industry*, Villegas and

McGivern describe a qualitative case study consisting of interviews, a focus-group, and company documents to explore organizational culture and managerial perceptions of ethical codes and behavior in a Colombian bank ZOX (pseudonym). The article describes the components of a multi-dimensional approach of an ethical organizational culture in light of the findings and suggests further of this multi-dimensional approach in other settings.

Finally, in *Countering Cross-Site Scripting in Web-based Applications*, Ray describes the increases in web vulnerabilities and attacks that allow hackers to focus attention on dynamic web-based organizational applications. The article focuses on the most common vulner-

ability one of the Open Web Application Security project (OWASP) top ten web-threats. When untrusted information is accepted and returned to a browser, a Web-based application, across-site scripting (XSS) has occurred, allowing script execution within a browser, defacing of websites, malicious content, and browser hijacking. . Ray provides information to help developers understand the causes of XSS along with countermeasures to defend against the threats.

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