EDITORIAL PREFACE

Productive and Responsible Technology Use:
Human and Technical Issues

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In an increasingly complex marketplace, responsible and productive use of technologies is becoming more and more important. The issues surrounding responsible, productive use of technology are varied. Accordingly, this journal and issue contain articles on a range of topics from very technical to behavioral based.

Cuilan's article begins the issue with the technical side, presenting mathematical models for 3D space based mainly on trigonometric, hyperbolic, elliptic and ultra-elliptic functions. These have only the 'complex time' as the independent variable. Applications for the models exist in strategic forecasting, interplanetary telecommunications and interplanetary treks.

Next, Cherif analyzes how the Internet is changing the residential real estate industry by providing services to users and enhancing demand chain management. The article discusses the changes along with demand change function for online real estate. A formal specification language is used to model the interaction between entities, the online real estate management system, and the other actors. The paper also proposes a simplified implementation architecture for an integrated demand and supply chain management system for online real estate services.

Ho and See-To focus on the cross-cultural issues in the post-adoption phases of customer relationship management (CRM) for an international electronic marketplace which operates in over 30 countries. The specific focus is on how electronic marketplace interface redesign when addressing the different tastes of users from different cultural backgrounds. The qualitative study is designed to address how cultural and language differences affect the interface redesign of CRM.

Haq, Hargiss and Howard preform a tri-decade analyzes of scholarly literature from the past thrity years to capture issues related to processes, alignment and trails patches. These issues are then analyzed and organized for use in practice and research. The article also analyzes why the current status of IT and business alignment and proposes a solution along with recommendations for further research section.

Finally, Samanta focuses on the important issue of Corporate Social Responsibility (CSR), examining the effect of CSR activities on the employees of a company. The article presents a case study on a multinational company and 30 supervisors and 176 employees. Based on the results, the article reports that CSR programmes seem to have a strong influence on employees' behaviour in a number of aspects including their job performance organizational commitment, positive word-of-mouth reports, intention to stay, and CSR championing behaviour.

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Caroline Howard (PhD) is an author, editor, consultant, and educator. She is an independent academic. Prior to becoming online faculty, she was on the faculty of Emory University's Goizueta Business School and the University of Colorado at Colorado Springs. 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. 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).*