

# Table of Contents

## Journal of Global Information Management

Volume 29 • Issue 1 • January-February-2021 • ISSN: 1062-7375 • eISSN: 1533-7995

### GUEST EDITORIAL PREFACE

- v      **Global Strategic Management and Technology: Research Revisited**  
João J. Ferreira, NECE, Management and Economics Department, University of Beira Interior, Portugal

### OPEN ACCESS ARTICLES

- 1      **Opening Pandora's Box: Everything We (Do Not) Know About the Global Strategy**  
Pedro Veiga, Polytechnic Institute of Viseu, Higher School of Education, Portugal & NECE Research Unit in Business Sciences, University of Beira Interior, Portugal  
Ronnie Figueiredo, Polytechnic Institute of Viseu, Higher School of Education, Portugal & NECE Research Unit in Business Sciences, University of Beira Interior, Portugal  
Sergio Teixeira, Higher Institute of Administration and Languages, Research Center – ISAL, Portugal & NECE- Research Unit in Business Sciences, University of Beira Interior, Portugal  
Cristina Isabel I. Fernandes, University of Beira Interior, Department of Management and Economics, Portugal & NECE- Research Unit in Business Sciences, University of Beira Interior, Portugal
- 22      **Economic Impact of Information Industry Development and Investment Strategy for Information Industry**  
Boqiang Lin, Xiamen University, China  
Zhijie Jia, Xiamen University, China  
Malin Song, Anhui University of Finance and Economics, China
- 44      **A Perception-Based Model for Mobile Commerce Adoption in Vietnamese Small and Medium-Sized Enterprises**  
Ngoc Tuan Chau, School of Business IT and Logistics, RMIT University, Australia & University of Economics, The University of Danang, Vietnam  
Hepu Deng, School of Business IT and Logistics, RMIT University, Australia & Business and Law School, Foshan University, China  
Richard Tay, School of Business IT and Logistics, RMIT University, Australia
- 68      **The Influence of Organizational Ambidexterity on SME Speed of Internationalization**  
Carina Silva, School of Technology and Management and CIICESI, Porto Polytechnic Institute, Portugal  
Miguel González-Loureiro, University of Vigo, Spain & CIICESI, Porto Polytechnic Institute, Portugal  
Vitor L. Braga, School of Technology and Management and CIICESI, Porto Polytechnic Institute, Portugal
- 85      **Price Strategy, Market Orientation, and Business Performance in the Hotel Industry**  
Carlos A. F. Sampaio, Instituto Politécnico de Castelo Branco, Portugal & NECE, Universidade da Beira Interior, Portugal  
Ricardo Gouveia Rodrigues, NECE, Universidade da Beira Interior, Portugal  
José M. Hernández-Mogollón, Universidad de Extremadura, Spain
- 103      **The Impact of Customer Relationship Management Systems on Dynamic Capabilities at Firms: An Application to the Banking Industry**  
Cristina Gallego-Gomez, EAE Business School, Spain  
Carmen De-Pablos-Herederro, Rey Juan Carlos University, Spain  
José Luis Montes-Botella, Rey Juan Carlos University, Spain
- 123      **Building an Internet-Based Knowledge Ontology for Trademark Protection**  
Charles V. Trappey, National Chiao Tung University, Taiwan  
Ai-Che Chang, Shih Hsin University, Taiwan  
Amy J. C. Trappey, National Tsing Hua University, Taiwan
- 145      **Technology Used in Knowledge Management by Global Professional Event Services**  
Krzysztof Borodako, Cracow University of Economics, Poland  
Jadwiga Berbeka, Cracow University of Economics, Poland  
Michał Rudnicki, Cracow University of Economics, Poland
- 164      **ICT as "Knowledge Management" for Assessing Sustainable Consumption and Production in Supply Chains**  
Surbhi Uniyal, Graphic Era University, Dehradun, India  
Sachin Kumar Mangla, Plymouth Business School, University of Plymouth, UK  
Pappu R. S. Sarma, Production and Operations Management, Indian Institute of Management, Vishakhapatnam, India  
Ming-Lang Tseng, Institute of Innovation and Circular Economy, Asia University, Taichung, Taiwan  
Pravin Patil, Graphic Era University, Dehradun, India
- 199      **Using Publicized Information to Determine the Sustainable Development of 3-PL Companies**  
Kris M.Y. Law, School of Engineering, Deakin University, Australia  
Kristijan Breznik, International School for Social and Business Studies, Celje, Slovenia & Environmental Protection College, Velenje, Slovenia  
Andrew W. H. Ip, University of Saskatchewan, Canada

### Copyright

The *Journal of Global Information Management* (JGIM) (ISSN 1062-7375; eISSN 1533-7995), Copyright © 2021 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.

The *Journal of Global Information Management* is indexed or listed in the following: ABI/Inform; ACM Digital Library; Aluminium Industry Abstracts; Australian Business Deans Council (ABDC); Bacon's Media Directory; Burrelle's Media Directory; Cabell's Directories; Ceramic Abstracts; Compendex (Elsevier Engineering Index); Computer & Information Systems Abstracts; Corrosion Abstracts; CSA Civil Engineering Abstracts; CSA Illumina; CSA Mechanical & Transportation Engineering Abstracts; Current Contents/Social & Behavioral Sciences, DBLP; DEST Register of Refereed Journals; EBSCOhost's Business Source; EBSCOhost's Computer & Applied Sciences Complete; EBSCOhost's Computer Science Index; EBSCOhost's Current Abstracts; Electronics & Communications Abstracts; Emerald Abstracts; Engineered Materials Abstracts; Gale Directory of Publications & Broadcast Media; Google Scholar; INSPEC; Internet & Personal Computing Abstracts; ISBIB; JournalTOCs; KnowledgeBoard; Library & Information Science Abstracts (LISA); Library Literature & Information Sciences; Materials Business File - Steels Alerts; MediaFinder; Norwegian Social Science Data Services (NSD); PubList.com; SCOPUS; Solid State & Superconductivity Abstracts; The Index of Information Systems Journals; The Standard Periodical Directory; UGC-CARE List (India); Ulrich's Periodicals Directory; Web of Science; Web of Science Social Sciences Citation Index (SSCI)