

EJISE Editorial for Volume 21 Issue 2 2018

On behalf of the editorial team it is with great pleasure we present the final issue of EJISE for 2018. The papers in this issue traverse a range of Information Systems Management issues which interrogate several aspects of the organisational, management, personal, national and global implications of modern Information and Communication Technologies (ICTs) across a range of organisational types. This issue also includes papers on Social Media research which were in response to our call for research into the big five ICT trends in the current technology era.

Cloud Computing continues to provide a rich environment for investigation. In the first paper of this issue Olufemi (2018) explores cloud based big data analytics adoption. This qualitative research study provides evidence of the internal organisational factors that influence cloud adoption in this problem domain. The key findings of this paper align with adoption issues identified in the extant literature in respect of technology alignment, top management support, and the data environment in which the software is deployed. There is no doubt of the continued importance of small businesses to all economies, both developed and developing, and therefore this is a welcome contribution to the literature. This paper advances our understanding of how data analytics, from a fourth industrial revolution perspective, is able to support an improved state of business intelligence in the small business sector.

In the next paper, Singh and Panigrahi (2018) investigate Open Learning Resources (OLRs) and the acceptance thereof by students. OLRs such as Massive Open Online Courses (MOOCs) have experienced steady growth over several years, given the trend by many academic practitioners to throw their weight behind the open source learning movement. This is a worthwhile endeavour on the part of the international academic community in providing free resources to anyone in the world who wants to learn. In parallel with this, OLRs also complement the resources provided in traditional academic institutions. This paper provides evidence on the acceptance of OLRs by students from a sample of technical institutes in India. Relative advantage and compatibility are revealed as the top influencing factors for acceptance of the OLRs. The research is of practical value to academic and university e-Learning practitioners who wish to understand how to encourage the use of OLRs in traditional learning environments to complement already available resources.

Ram and Liu (2018) contribute to this issue with their investigation into how social media is able to drive business innovation. The advent of social media is considered as one of the 'big five' ICT issues in the current era. There is no doubt that in the current era social media software runs on very well-established technology platforms, and enjoys a substantive share of the global internet market. Many businesses therefore now include some aspects of the social media within their business models, even if it is just from a customer communication perspective. However, given advances in the fields of data mining, analytics, artificial intelligence etc, there are a number of opportunities for new forms of business. Ram and Liu investigate the role of social media further to unearth how Chinese firms are harnessing the technology as an integral component of their business models. The paper provides an important "evidence based platform" (Ram & Liu, 2018) that advances our understanding of innovation in the realm of social media technologies.

In the next paper of this issue, Chevers (2018) investigates the antecedents of Software Quality and provides evidence of the link thereof to Information Systems Success. Chevers argues that whilst software process improvement (SPI) programs overcome the problem of delivering low quality software products, user perception can also influence the success of software development projects (Chevers, 2018). Survey and interview evidence provide a basis for the key findings which confirm the position of the extant literature that people, process maturity and technology are key determinants of software quality. Importantly, from an IS evaluation perspective, the study confirms also that user perception and software quality are key determinants of software development project success.

The Social Media theme perpetuates in the next paper in which Uyar, Boyar, and Kuzey (2018) provide evidence from Turkey in respect of the firm value that may be derived from social media adoption and usage. This quantitative study of BIST 100 firms listed with Borsa Istanbul, examines to what extent Turkish firms are actually using social media for the purpose of driving their stock value. Based on their analysis, Uya, Boyar, and Kuzey (2018) argue that a high level of social media engagement has a significant association with market

value, but that the mere presence of a social media account and the number of social media choices selected by a company does not.

EJISE has published several papers dealing with Enterprise Resource Planning (ERP) evaluation in recent issues. In the current issue the well-established constructs of User Satisfaction are explored in the context of ERP systems in Tunisia. Mekadmi and Louati (2018) point out that there are continued reports of ERP failure, thereby making a case into alternative modes of ERP evaluation. Their study explores the notion that user satisfaction has two dimensions which comprise the attributes of the system itself or its information products. Five dimensions of satisfaction are validated in this empirical quantitative study which distinguishes between two major components of satisfaction, namely satisfaction with technical attributes of the system and satisfaction with its content (Mekadmi and Louati, 2018). These findings advance our understanding of how ERP implementations may be improved, given that ERP implementers are able to hone in on system elements that relate to either information content or technical characteristics in order to improve user satisfaction.

In the final paper of this issue, Arekar, Jain, Kumar and Ayarekar (2018) investigate the impact of social media sites on the effectiveness of consumer buying behaviour in the electronics goods sector. The paper reports on a survey of 1272 consumers in India. The data reveals that there is a positive effect of social media on buying behaviour, disagreement buying behaviour, usual buying behaviour, composite buying behaviour and impetuous buying behaviour (Arekar et al., 2018). The study therefore should provide a basis for CIOs, IT managers with their organisational business strategy counterparts to evolve towards a more effective technology strategy that moves social media towards the centre of the digital marketing effort.

Finally, on behalf of my colleagues on the EJISE Editorial board, I must record our sincere appreciations to the reviewers of the papers in this issue. Without their unstinting support, our commitment to independent assessment and review of the scientific endeavour cannot be upheld. I want to also acknowledge EJISE Associate Editor, Prof Joan Ballantine, who took responsibility for overseeing the papers in this issue in relation to the special theme on *Social Media: One of the Big Five Trends in ICT*.

Yours in scholarship,

Shaun Pather

EJISE, Editor in Chief

References

- Arekar, K., Jain, R., Kumar, S. and Ayarekar, S.K., 2018. The Impact of Social Media Sites on the Effectiveness of Consumer Buying Behavior for Electronics Goods - A Study in India. *The Electronic Journal Information Systems Evaluation*, 21(2), pp. 158-166, available online at www.ejise.com
- Chevers, D. A., 2018. A Mixed Method Approach to investigate the Antecedents of Software Quality and Information Systems Success in Canadian Software Development Firms. *The Electronic Journal Information Systems Evaluation*, 21(2), pp. 109-130, available online at www.ejise.com
- Mekadmi, S., and Louati, R., 2018. An Evaluation Model of User Satisfaction with Enterprise Resource Planning Systems. *The Electronic Journal Information Systems Evaluation*, 21(2), pp. 143-157, available online at www.ejise.com
- Olufemi, A., 2018. Considerations for the Adoption of Cloud-based Big Data Analytics in Small Business Enterprises. *The Electronic Journal Information Systems Evaluation*, 21(2), pp. 63-79, available online at www.ejise.com
- Ram, J., and Liu, S., 2018. Social Commerce and Innovative Business Engagements: An Empirical Investigation. *The Electronic Journal Information Systems Evaluation*, 21(2), pp. 94-108, available online at www.ejise.com
- Singh, J., and Kumar Panigrahi, P., 2018. Acceptance of Open Learning Resources: Perspectives of Higher Education Students in India. *The Electronic Journal Information Systems Evaluation*, 21(2), pp. 80-93, available online at www.ejise.com
- Uyar, A., Boyar, E., and Kuzey, C., 2018. Does Social Media Enhance Firm Value? Evidence from Turkish Firms Using Three Social Media Metrics. *The Electronic Journal Information Systems Evaluation*, 21(2), pp. 131-142, available online at www.ejise.com