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EDITORIAL PREFACE: BUSINESS INTELLIGENCE - IN THE CONTEXT OF GLOBAL BUSINESS ENVIRONMENT

Ram S. Sriram, Georgia State University, accrss@langate.gsu.edu

The globalization of businesses and competition coupled with technological developments is compelling organizations to become knowledge-intensive and to generate business intelligence to meet competitive pressures. With greater outsourcing and with trading partners dispersed across the globe, information collection and analyzing the information to make them actionable is a survival necessity. This essay discusses implications and the process for business intelligence in a global environment.

ARTICLES:

BUSINESS NETWORK AGILITY FOR GLOBAL DEMAND-SUPPLY SYNCHRONIZATION: A COMPARATIVE CASE STUDY IN THE APPAREL INDUSTRY

Mark Lewis, Georgia State University, mark.lewis@ceprin.gsu.edu

Rob Hornyak, Georgia State University, rob.hornyak@ceprin.gsu.edu

Ravi Patnayakuni, University of Alabama in Huntsville, r.patnayakuni@uah.edu

Arun Rai, Georgia State University, arun.rai@ceprin.gsu.edu

In this study, the authors examine two global firms that are both driven to become orchestrators of their respective global business networks, where product design, distribution, and manufacturing are managed as one coordinated whole. However, each firm has pursued a different business strategy to develop demand-supply synchronization capabilities. By conducting a comparative case analysis of both firms, differences and similarities are assessed in an effort to understand how IT capabilities and business network structure can be aligned to leverage global resources, synchronize demand and supply, and develop business network agility on a global scale.

USER ATTITUDE TOWARDS INSTANT MESSAGING: THE EFFECT OF ESPOUSED NATIONAL CULTURAL VALUES ON AWARENESS AND PRIVACY

Jinwei Cao, University of Delaware, jcao@udel.edu

Andrea Everard, University of Delaware, aeverard@udel.edu

This paper investigates how user perceptions of privacy and awareness mediate the relationship between espoused national cultural values and attitude towards using Instant Messaging (IM). A conceptual model explains the relationships between (1) espoused national cultural values and user perceptions of privacy and (2) espoused national cultural values and user perceptions of awareness, and (3) how these user perceptions affect attitude towards using IM. Findings indicate that users' attitude towards using IM was positively affected by their perceptions of personal privacy and awareness, which were in turn positively impacted by the espoused cultural value dimensions of uncertainty avoidance.

THE IMPACT OF ENTREPRENEUR BEHAVIORS ON THE QUALITY OF E-COMMERCE SECURITY: A COMPARISON OF URBAN AND RURAL FINDINGS

Michael Kyobe, University of Cape Town, South Africa, Michael.Kyobe@uct.ac.za

This research examines the impact of entrepreneur behaviors on the quality of e-commerce security in urban small and medium enterprises (SMEs) in South Africa. It hypothesized that the influence of these behaviors would be stronger in rural than urban SMEs. Stevenson's descriptive model of the behavior of managers and Miller's entrepreneurial orientation concept were used to examine this relationship. Results show that lack of propensity for risk handling; irrational commitment to opportunities, propensity for resource minimisation and desire for control influence negatively affect the quality of e-commerce security.

THE EXPERT OPINION: AN INTERVIEW WITH STEVE PHILLIPS, CHIEF INFORMATION OFFICER, AVNET, INC.

Conducted by: Paul S. Licker, Oakland University, USA, licker@oakland.edu

Avnet is one of world's largest distributors of electronic components, enterprise computer products and technology services/ solutions with more than 300 locations serving 70 countries. This interview discusses various aspects of

information technology in their organization, including its strategic values, the global IT architecture, and management and technical challenges.

BOOK REVIEW: INFORMATION SYSTEMS REENGINEERING AND INTEGRATION. BY JOSEPH FONG.
SPRINGER-VERLAG, LONDON

Reviewed by Robert Vinaja, Texas A&M University-Commerce, Robert_Vinaja@TAMU-Commerce.edu

This book provides a remarkable explanation, from both a technical and managerial perspective, of the benefits and implementation issues of systems reengineering and integration. The purpose of this book is to show that reengineering can be a cost effective and feasible solution. The book provides numerous examples, illustrations, and case studies of procedures for reusing existing information systems. It explains very complex technical concepts in a clear and comprehensible way.

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The 9th annual Global Information Technology Management Association (GITMA) World Conference will be held in Atlanta, USA on June 22, 23 & 24, 2008. For more information, please visit our web site: <http://www.gitma.org>