

## **Vol. 8 No. 1, January 2005**

### **EDITORIAL PREFACE: GLOBAL ISSUES AND THE IMPORTANCE OF FIT**

**By Joan Mann, Associate Editor, Old Dominion University**

The Associate Editor describes her experiences with Contingency Theory and Alignment as a Research Perspective, and offers advice to other scholars. She discusses topics such as: organizational component alignment framework, agreement without acquiescence, culture and risk, and alignment in developing nations.

### **ARTICLES:**

#### **INFORMATION TECHNOLOGY, PRODUCTIVITY AND PROFITABILITY IN ASIA-PACIFIC BANKS**

**Fredric William Swierczek, Pritam K. Shrestha, and Clemens Bechter**

This study considers the IT impact on productivity in two groups of Asia-Pacific banks based on reported profitability during the Asian financial crisis. The banks perceive increased productivity, and both strategic and operational benefits from IT. The high costs of IT permit only suboptimal investments, in both IT capital and IT labor. Better management of IT resources enhances competitiveness through higher quality service at lower costs, delivered faster through a variety of channels more convenient to customers. IT investments and their proper implementation are more relevant when the banks are not performing well.

#### **THE MOGULS' MODEL OF COMPUTING: INTEGRATING THE MODERATING IMPACT OF USERS' PERSONA INTO THE TECHNOLOGY ACCEPTANCE MODEL**

**Nelson Oly Ndubisi, Omprakash K. Gupta, and Gibson C. Ndubisi**

This research investigates the moderating impact of mogul's/entrepreneurs' persona such as innovativeness, risk-taking propensity, perseverance, and flexibility on the relationship between users' ease of use and usefulness perceptions and system usage. Perceived usefulness and ease of use are important constructs, which have been generally linked to the usage of technologies-directly and indirectly. However, unique user persona, such as found among entrepreneurs, may have different implications. The research explores such implications among the Chinese, the Indians, and the Malay entrepreneurs.

#### **AN INVESTIGATION OF COMPUTER SATISFACTION IN MEXICO**

**George E. Heilman and Jorge Brusa**

The effects of computerization in Mexico are receiving growing attention in the U.S. This study investigates user information satisfaction among employees of organizations in northern Mexico. Mexican computer users have positive attitudes toward and are generally satisfied with their employers' information systems. On a subfactor assessment level, Mexican computer users are especially satisfied with their IT staff and services and least satisfied with the level of user training they receive.

#### **THE EXPERT OPINION**

**Interview with Mike Willis, CPA and Founding Chairman of XBRL**

**International Steering Committee, conducted by Mahesh S. Raisinghani**

XBRL International is a collaborative consortium of currently approximately 170 organizations representing virtually all components of the business reporting supply chain that have committed to consensus-based data entry interchange formats for sharing. The interview discusses many aspects of XBRL including its key attributes, benefits, challenges, opportunities, risks, and limitations.

**BOOK REVIEW:**

Productivity, Inequality, and the Digital Economy: A Transatlantic Perspective,  
Edited by Nathalie Greenan, Yannick L'Horty, and Jacques Mairesse

Reviewed by Roberto Vinaja

The book provides a collection of analytical studies on this perplexing topic of “productivity paradox” from both the American and the European viewpoints. A major objective of this edited volume is to explore the economical impact of IT on both an empirical and theoretical basis. The authors integrate theoretical analyses at the macro level with findings based on empirical data from field studies and national survey studies.