

Editor's Introduction

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This issue includes two peer-reviewed research articles. The first paper by Ghandour, Benwell, and Deans proposes a second-order measurement of website performance from the owner's perspective. Given the increased use of websites, measuring website performance is an important issue. The proposed measurement is interesting in that the construct includes the owner's satisfaction, rather than the user's satisfaction. Empirical analysis shows that the instrument is reliable and valid as an alternative benchmark for website performance.

The second article by Chang, Hsiao, and Lue deals with the alignment between information technology and business in service-oriented enterprises. The alignment is defined into three levels: strategic, operational, and social. The model also examines the role of service integration in the relationship between alignment and IT performance, which is found to be a significant moderator for strategic and operational alignments, but not for social alignment. The findings can shed light on research in strategic alignment and firm performance.

As the journal enters the third year, we are anticipating more submission of high-quality manuscripts and will need more scholars to help ensure high quality reviews. I am glad that Ji-Ye Mao of Renmin University in China and Yulin Fang of City University of Hong Kong have agreed to serve as associate editors. I am looking forward to working with them to help improve the quality of the journal.

Ting-Peng Liang

Editor in Chief