Editorial

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Editorial

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The second issue of the 2019 volume of RELCASI consists of four research papers that address themes that are ever more important to the Latin-American and Caribbean IS community. A recent report by Statista suggests a 7.7% growth in IT spending in the region in 2021, against a 5.5% growth in 2020. Another report indicates that the region had over 467 million internet users in 2019, an increase of 33.5% from 2010. South America had the largest penetration, with 72% of the population having access to internet services. The significant growth in IT usage has made an unprecedented volume of data and potential customers available to companies in Latin America and the Caribbean. Organizations that can develop the resources and capacities to take advantage of that asset should improve their competitiveness in our increasingly connected world, thereby leveraging regional development. Two of the articles published in this issue present findings that should help companies in their data-driven endeavors.

The more intense usage of information and communication technologies has also raised concerns. Tech addiction and techno-stress are themes that appear recurrently in scholarly literature and the media. The same applies to cybersecurity and software quality problems. Such issues may have significant negative consequences to well-being and societal development and still require IS researchers’ attention. The last papers in this issue report efforts along these lines.

In the first paper, Vidigal, Carvalho, and Carvalho focus on the concept of information quality in the context of a Customer Relationship Management (CRM) system implemented in a Brazilian financial institution that faced increasing competition by new entrants, such as fintechs. The more intense competition required from the organization the development of better means to manage the relationship with its customers and understand their needs. The authors examine how the organization’s stakeholders perceived the impact of information quality on their decision-making process and other organizational system elements. They employed a mixed-methods approach to analyze data collected in the CRM project documentation and through questionnaires. Their findings suggest that the achievement of the expected benefits of the CRM system depended not only on its technical performance but also on its users’ commitment to properly recording and updating the information managed with the system.

The usage of information resources to enhance the decision-making process is also the central theme of Rosa and Janissek-Muniz’s paper. They developed a case study on the application of predictive analytics by a Brazilian media company to increase the return on its customer acquisition marketing efforts. Their analysis shows how data-driven methods and tools can be used by an organization to improve its marketing processes and increase its competitiveness. The company integrated and analyzed different types of information from diverse sources to define segmented interventions intended to reduce churn and increase conversion. The benefits it achieved resulted from a learning process that evolved through stages, including the better structuration and integration of databases, evaluating potential analytics projects, and developing simpler predictive models.

The third paper in this issue, by Cappellozza, Ferreira, and Loyola, calls attention to the negative consequences of the ever-increasing usage of information and communication technologies in our society.
They examine the influence of two technology-related stress factors – techno-overload and techno-invasion – on work-family conflict and assess the moderating effect of resilience. Based on an SEM analysis of data from 656 workers from the state of São Paulo, Brazil, the authors conclude that resilience attenuates the adverse effects of techno-invasion on work-family conflicts, but not the effect of techno-overload. Both technology-related stress factors contributed to increased work-family conflict.

Finally, Mancini and Prado look into software developers’ perceptions of vulnerability detection techniques and tools (VDTT) in the context of the adoption of agile methodologies. The pressure to deliver products quickly is one factor pushing forth agile methods in the software industry. The same pressure may discourage a thorough analysis of security issues during development. The correlational analysis of data collected in a survey with 111 members of development teams in Brazil showed that agile methods’ adoption is negatively associated with interest in VDTT. In contrast, the adoption of software quality frameworks was positively associated with interest in VDTT.

We thank the authors for submitting their work to RELCASI and encourage our readership to do the same. We hope to strengthen the journal’s role as a driver of debate and knowledge growth centered in IS issues that are specially relevant to researchers and practitioners in Latin America and the Caribbean.