Editorial: Management of the Client Relationship

Marcus A. Rothenberger
Department of Management Information Systems
University of Nevada Las Vegas
marcus.rothenberger@unlv.edu
EDITORIAL NEWS

We are happy to announce that the transfer of all JITTA back issues (volumes 1 through 9) to the AIS Electronic Library has been completed. This means that AIS members can now access all JITTA articles published since 1999 free of charge using their AIS Electronic Library login on jitta.aisnet.org. Access to the back issues via the old journal web site will be phased out.

In addition, we would like to welcome Balaji Rajagopalan from Oakland University in Rochester, Michigan, as a new Senior Editor. Prior to this appointment, Dr. Rajagopalan has served on the JITTA Editorial Review Board since 2002. We would like to thank him for his continued service to the journal. Dr. Rajagopalan has an extensive research record on open source software development, global IT sourcing, virtual communities, diffusion of IT innovations, and business value. His work has appeared in the major academic outlets of our field.

THE CURRENT ISSUE

In this issue, we publish two studies that investigate different aspects surrounding the management of the client relationship. The first article looks at the sales and distribution channel; the authors analyze financial performance data to investigate the effects of a firm’s web presence and e-commerce strategy. The second article researches the vendor-client relationship of IT vendors; the study uses a qualitative approach to identify and describe success factors of such relationship.

Ko and Roztocki (2009) have analyzed the impact of firm strategy regarding web usage for company presence and sales on the firm’s financial performance. Hereby, they differentiate between pure-click (no physical location), brick-and-mortar (no e-commerce capability), and click-and-brick (physical location and e-commerce capability) firm strategies. The authors use "matched sample comparison group" methodology for sample selection and examine the firms’ financial performance using profitability and cost ration analysis over several years. The study finds that firm strategy has a substantial effect on financial performance with click-and-brick firms being the most profitable.

Claybaugh and Srite (2009) have conducted a qualitative study using a grounded theory approach to investigate factors that contribute to the information technology vendor-client relationship. The authors distinguish between positive and negative information technology vendor-client relationships; they have interviewed twelve information systems professional who each have experienced both types of vendor-client relationships. The qualitative analysis resulted in a list of success factors and detailed description of how firms can successfully manage the vendor-client relationship.

REFERENCES

