Editorial: Exploratory Research

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In this issue we publish two exploratory studies that investigate issues in online banking and systems development. The first article (Bragge et al. 2012) researches customer response to personalized online banner messages in the banking industry. The authors have collected interview data from a focus group and, subsequently, have analyzed actual customer clicking behavior on a banking website. The study concludes that personalized banner messages lead not only to higher responses, but possibly to increased purchase behavior as well.

The second article (Larsen et al. 2012) uses a grounded theory approach to develop a model for analyzing intended and unintended changes in systems development practices. The paper model includes eight possible change paths of systems development. The authors relate the model to established means of systems development improvement from the literature to support the value of the model as a tool for research and practice. Researchers may use it as an analytical tool for the investigation of systems development change; practitioners may find it useful to better understand organizational issues relating to the systems development practices in their companies.

REFERENCES
