
Editorial

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Biographical notes: Dr. Milena Head is an Associate Professor of Information Systems and the Associate Dean at the DeGroote School of Business, McMaster University, Canada. She is also the Faculty Director for the World Congress on the Management of Electronic Business and a Director of the McMaster eCase Competition. Specialising in electronic business and human-computer interaction, she has published over 40 papers in academic journals, books and conferences. Dr. Head has been an invited speaker at numerous international events and she currently consults on electronic commerce strategy and web usability.

Professor Bart's research on mission statements has been published in journals such as: *The Journal of Management Studies*, *Business Horizons*, *CA Magazine*, *Long Range Planning*, *Health Care Management Review*, *Industrial Marketing Management*, *International Journal of Technology Management* and the *Journal of High-Technology Management Research*. Dr. Bart has been named both 'Outstanding Undergraduate Business Professor' and 'MBA Professor of the Year'. In 1995, he received McMaster's highest teaching award: *The President's Award for Teaching Excellence*. He is listed in *Canadian Who's Who*, *Who's Who in Canadian Business*, and the *International Who's Who of Professionals*. He is also a founding member of The Directors College™.

1 Introduction

The internet has provided businesses of all sizes with opportunities to expand their market base, improve operational efficiency, create new links with trading partners, and provide better customer service. Organisations of all sizes are being forced to consider the creative use of electronic commerce not only for business redesign, but also in many cases, for survival in the emerging global and networked economy.

On 19–21 January 2005, the *6th World Congress on the Management of Electronic Business*, jointly sponsored by the Management of Innovation and New Technology (MINT) Research Centre, the McMaster eBusiness Research Centre (MeRC), and the Directors College at McMaster University, was held in Hamilton, Ontario, Canada. McMaster University was named the Research University of the Year by *Research Infosource* in its annual Top 50 Research Universities report. Innovation and research leaderships were also reflected in the unique and rewarding experience of the *2005 World Congress*. This was the *26th World Congress Conference*, and the 6th to focus on management issues surrounding electronic business. The Congress brings both academic researchers and professional practitioners together to present, discuss and review the latest issues, trends, challenges and opportunities of the electronic economy.

This special issue of *International Journal of Electronic Business* includes some select papers from the *6th World Congress on the Management of Electronic Business*. The papers included in this issue have been modified or extended from their original versions in accordance to reviewers' comments. In summary:

Cocosila and Archer, in their paper 'Mobile healthcare initiatives for improving outpatient adherence: opportunities and barriers' investigate opportunities and barriers in mobile healthcare from human and system perspectives. They explore the outpatient adherence problem and identify how mobile solutions can help address this problem. Obstacles and stakeholder concerns are addressed, recommendations are provided and areas for future research on improving outpatient adherence by mobile information technology solutions are outlined.

Online trust has been identified as a key ingredient to electronic commerce success. Although online trust has been examined by a number of researchers with different foci and within various contexts, it is a complex and dynamic concept that requires much further understanding and research. Two papers in this special issue examine online trust. The first examines the impact of code compliance on website preference and trust. Schellinck and Popa, in their paper entitled 'The impact of the Canadian Code of Practice for Consumer Protection in Electronic Commerce on preference and trust' find that exposure to sites of different compliance levels does influence perceived trust and intent to purchase. Implications and practical guidelines are provided for online retailers and various directions for future research are outlined.

Cyr and Bonanni explore website trust, in addition to satisfaction and loyalty. Research examining gender differences in the electronic business domain has been sparse. In their paper, entitled 'Gender and website design in e-business', Cyr and Bonanni investigate how perceptions between genders differ concerning transaction security, website design elements, and how the experience of online shopping results in perceptions of website trust, satisfaction and loyalty. Most significant gender differences are found for website design elements. The authors stress that there is much scope for future investigations in this field.

Meroño-Cerdan and Soto-Acosta also analyse websites, but in the context of exploring the relationship between electronic business and firm performance. In their paper entitled 'Examining e-business impact on firm performance through website analysis', a framework is introduced that describes three e-business dimensions: e-information; e-communication and e-workflow. Based on a sample of 288 Spanish firms, the authors validate that e-business adoption is not related to business size and that a positive relationship exists between e-business adoption and firm performance.

The *World Congress on the Management of Electronic Business* seeks to address the challenges and opportunities of the electronic economy through its sharing of research and management issues. We hope that this issue of *International Journal of Electronic Business* will provide a flavour of the insights that were shared at this event and will help to further 'e'-understanding for both academics and practitioners.

Acknowledgement

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