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## Editorial

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**Biographical notes:** Bruce Chien-Ta Ho is a Professor in the Institute of Technology Management at National Chung Hsing University. He has over 100 publications in the forms of journal papers, books, edited books, edited proceedings, edited special issues and conference papers. Sample of his work could be found in *Computers and Operations Research*, *Journal of the Operational Research Society*, *International Journal of Production Research*, *Technological Forecasting and Social Change*, *Industrial Management and Data System* and *Online Information Review*. He is also the editor of the *International Journal of Value Chain Management* and *International Journal of Electronic Customer Relationship Management*.

Kongkiti Phusavat is currently working at the Department of Industrial Engineering, Kasetsart University. He received his Bachelors from Texas Tech University, and Masters and PhD from Virginia Tech. He has published more than 50 articles in refereed journals. He is presently the Editor-in-Chief of the *International Journal of Innovation and Learning*. He is also an Editor and a Reviewer for *Industrial Management and Data Systems*, *Journal of Computer Information System*, and many more. He has also been a Guest Lecturer in Australia (University of Wollongong), Finland (Oulu and Vasaa Universities), Poland (Maria Skłodowska-Curie University) and Taiwan (National Chung Hsing University).

Jayanthi Ranjan is a Professor in IMT Ghaziabad with more than 18 years of experience. She has over 110 publications to date. She has published seven edited books. She has received the Best Paper Award twice. She is also the recipient of 'Best Teacher Award' from AIMA-Ghaziabad Management Association, India for her contribution to teaching and research. She has conducted several training programmes in data mining and business intelligence to top companies in India and consulted with various companies in the area of data mining and business intelligence. She is serving on the editorial board of various international journals.

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With a fundamental shift in the economics of information underway and thanks to the explosion in connectivity resulting in a new wave in the information revolution, this special issue will explore the new directions of information revolution to the business and global society and its consequent impact on India and the Asia-Pacific region and on Indian management and management in Asia, China and Australia. We are pleased to introduce this special issue on theme: trends and opportunities in managing business. The papers are drawn from the second joint international conference co-hosted by IMT Ghaziabad, Newcastle Business School and Beijing Foreign Studies University.

Data management and storage play an important role in managing business. The paper by Mohammad Haider and T.V. Vijay Kumar elaborates about materialised views selection in data warehouse development. ERP introduction is emerging as a strategic weapon in streamlining and automating business processes while providing visibility to those processes throughout the enterprise. Parijat Upadhyay, Pranab K. Dan and Gautam Bandopadhyay explore the small and medium enterprises in India with respect to ERP context and propose a framework which can help SMEs while choosing an appropriate package. The paper by Sushanta Tripathy, Vaishali Padhi and Sonali Mohanty attempts to extract categories of dominant factors affecting the performance of R&D organisations in India. Sales force automation (SFA) is a critical project that needs to be planned and executed properly. There are many misconceptions about SFA that managements must understand before implementing SFA. The paper by Jayanthi Ranjan and Sandeep Puri explore different characteristics affecting technology adoption by sales persons in implementing SFA. This paper attempts to improve the understanding of the SFA in the context of developing countries like India. Tapati Bandopadhyay, Pradeep Kumar and Anil K. Saini present 'Reusable knowledge pattern extraction from peer-to-peer communication elements'. In this paper, a process model has been designed, with algorithms developed and validated using appropriate examples, for extracting these reusable knowledge patterns from various peer-to-peer communication elements in any organisation or in the social network environment. Richa Choudhary, Artee Agarwal and R. Gopal in their paper on lite marketing, explain the attitude and preference of Indian customers towards latest concepts and technology of lite marketing and forecast the future of these lite/low calorie products in Indian markets.

The guest editors would like to thank all the authors for submitting their revised papers to this special issue and the reviewers for their valuable comments and contribution. We thank Inderscience Publishers for making this special issue possible.