

---

## **Editorial**

---

**David C. Chou**

Eastern Michigan University,  
Ypsilanti, MI 48197, USA  
E-mail: dchou@emich.edu

---

*International Journal of Information Systems and Change Management (IJISCM)* continues to publish its Volume 6, Number 1 issue. The objectives of *IJISCM* are to promote the research and practice of the fields of information systems and change management. This journal aims to establish an effective channel of communications amongst educators, information systems workers, managers, and industry practitioners to contribute, disseminate and learn from each others. We welcome your continuous support, communication, and submission to this journal.

The first issue of the volume six collects six high quality papers. Topics in this issue are: 'Analytics for change management', 'Empirical study of the readiness of public servants on the adoption of e-government', 'Factors influencing the behaviour of the online group of Asian purchasers', 'Study on public service model with DTV white space in Korea', 'Natural intelligence applications for business intelligence in online and catalogue retailing firms: a case study' and 'Building a successful partnership in higher education institutions'.

The first paper tackled the implication of analytics methodology used in change management area. Analytics has been recognised recently by its capability of performing deep data analysis and mining. Chen H. Chung presented a conceptual framework of analytics and explores how analytics can contribute to better change management in business environment.

The second paper conducted a research on the e-government adoption readiness by public employees. Olabode Olatubosun and K.S. Madahva Rao created a framework to identify the determinants on the adoption of e-government in Ondo state Nigeria, using an amended UTAUT model with seven constructs in it. Their findings showed that performance expectancy and self-efficacy are significantly associated with age, while social influence, altitude behaviour and self-efficacy are strongly associated with gender.

The third paper examined the behaviour of the global group purchase market, specifically in Asian region. Wei-Li Wu and Yi-Chih Lee constructed a research framework to study the factors that affecting bloggers' group purchase intentions. This study utilised the locus of control for personality, trust, and internet usage behaviour as the main factors. The empirical results showed that trust and internet usage behaviour are the significant contributors in that framework.

The fourth paper studied the feasibility of public service for DTV idle space called DTV white space in Korea. Heejoong Kim, Seunghyeok Baek, Ichiya Nakamura, and Hideki Sunahara conducted interviews to experts working at government, broadcaster, Telco, and academia. Through the research results, they proposed a policy guideline for the successful launch of DTV white space service in the public aspect.

The fifth paper integrated the concepts of business intelligence (BI) and customer relationship management (CRM) into the natural intelligence (NI) theory for e-business applications. Dien D. Phan, Mark B. Schmidt, and Lawrence Roth investigated the experiences of three separate Fingerhut Companies (now Bluestem Brands) to validate the NI and BI concepts in retailing industry. For nearly two decades, the authors have had some opportunity to interview executives and other representatives of critical members of the Fingerhut community to gain some importance feedbacks.

The last paper investigated the issue of educational partnership building and maintenance in higher education institutions. David C. Chou created a model of educational partnership to identify possible successful factors in it. The five determinants to the partnership's success are commitment to partnerships, curriculum and learning, quality and risk management, geographic and economic settings, and change management. This study can be guidance for those higher education institutions seeking and building successful partnership such as study abroad programmes.

I hope these six articles would continuously adjoin their values and contributions to the areas of information systems and change management. I would encourage our readers to continue to develop new applications and theories in these fields. The *IJISCM* will continue to serve as an important forum for the exchange of innovative ideas.