Editorial

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Biographical notes: Jayanthi Ranjan is a Professor of IT and Associate Dean of International Relations, IMT Group of Institutions and has over 20 years of teaching, consulting and research experience in big data, business analytics and business intelligence. She is a gold medallist and university rank holder in graduation. She has over 190 publications that have appeared in international refereed journals and conference proceedings and 12 cases that have appeared in case houses like The Case Centre, *SAGE CASE Journal*, and Richard Ivey case houses. She is serving at the capacity of editor in several refereed journals. She has also published ten edited books.

Easwar Krishna Iyer is an Associate Professor in Marketing and Strategy at Great Lakes Institute of Management, Chennai. He has three post graduations, one each from IIT Kharagpur, Great Lakes Institute of Management and University of Houston. His latest post-graduation from UH is on Energy Management. His current research areas include cloud computing, risk management, green computing, social media analytics and technology convergence. He is a regular speaker in various industry and academic forums in India and abroad.

Digital technology is getting into a convergence mode like never before. Integrated technology platforms are reshaping the very contours of businesses. Single window solutions are getting architected today in an evolving Meta Market. The theme of this special issue – Social, Mobility, Analytics and Cloud (SMAC) – represents such a technology convergence. The SMAC stack sources data from social media, accesses it via mobile technology, arrives at valuable insights using analytics and finally stores the same in the ephemeral cloud. Looking at these technologies independently, 'social' has changed the way we connect to customers and understand their buying behaviour; 'mobile' has enabled the availability of anytime anywhere data; 'analytics' has improved the speed of our decision making; and 'cloud' has eliminated upfront capital investments and converted fixed costs to variable costs in the realm of IT.

Each of these four technology platforms can be deployed as standalone and each of them have played a significant role in reshaping the way we run businesses. But the convergence of these technologies has virtualised processes and changed the complexion of value chains. Wider data availability, faster data access, unchained business models, dematerialised value chains, knowledge-driven process management and decentralised decision making – these are the outcomes of today's technology convergence platforms like SMAC. With disaggregated products slowing giving way to aggregated solutions, the opportunities for seamless technology integration is immense. Myriad are the benefits that lie at the cusp of these converging technologies. On the other hand, every gain comes with a flip side. Burgeoning energy consumption and difficulties of electronic waste (e-waste) management is the price that the world has to pay to cope with the unprecedented growth of technology.

These concepts provided the broad themality for two back to back annual conferences that were held in Singapore (2012) and Dubai (2013) under the aegis of International Conference on Business Management and Information Systems (ICBMIS). The conferences were well attended and both came out with standalone proceedings. Both the conference editions provided an excellent platform for participants to share their research, opinions and knowledge related to the latest developments in technology, information and business. One of us (Easwar) was an attendee at both conferences.

Some of the papers presented in this special issue are significantly revised and expanded versions of handpicked papers from these two conferences. As the guest editors of this special issue, we would like to thank all the authors of this issue for submitting their high quality articles. Our immense thanks and appreciation also go out to the reviewers whose endless support and commitment helped us take the issue to its logical conclusion.

Brief on content

The issue invited several papers and after a detailed double blind peer review screened and shortlisted six papers for eventual publication. The first paper by Mona Badran analyses the popularity that Facebook has in the context of Egypt. It dwells upon the role that the social media network has in the all-round business development in Egypt. The next paper by Madhuri V. Tikam takes a hard look at the tons of e-waste that is getting created annually because of ever evolving technology. The paper analyses the current e-waste management awareness and suggests methods for improving the same. The third paper by Debmallya Chatterjee is based on fuzzy logic and analytics. It uses fuzzy extension tools to optimally arrive at hospital site locations. The next paper by Aditi Choudhary and Pushkala Muralidharan deals with the impact of disruptive innovation. It looks at how technological advancement stimulates the growth and expansion of new markets. The fifth paper by Rajesh Sharma and Shubhamoy Dey studies the motivation for greening up the ICT sector across two categories of government organisations – public sector undertakings and government departments. It arrives at the conclusion that the green drive will get a higher boost in an environment with a commercial motive. The sixth and last paper by Easwar Krishna Iyer and Bhavana Rao is also on ICT and its green impact. As the title suggests, the paper does a 360 degree carbon audit of the ICT industry.