
Editorial

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Biographical notes: Namkyu Park is currently an Associate Professor in the Department of Industrial and Systems Engineering at Ohio University, Athens, Ohio, USA. He earned his Bachelor, Master and Doctoral degrees in Industrial Engineering from Seoul National University in South Korea, and completed his postdoctoral work at Purdue University, West Lafayette, Indiana, USA. He was a Senior Research in a premier Korean national research institute, KITECH. He was also the Founder and CEO of Intelligenceware, Inc., Seoul, Korea. His research relates to technology management, supply chain management, optimisation in service systems and data engineering, and economic dynamics. He has published several books and over 100 research articles and presentations. He has received several best paper awards over the past decade.

As global economy is growing its scale, global industries are accordingly coupled with their businesses more than any time before in human history. There are several factors such as cultural mix, labour exchange, technology transfer or sharing, and social infrastructure readiness, to make such business process coupling prevalent. Furthermore, rapid advancement in computing technologies such as the internet, mobile and wireless, and big data analytics along with subsequent contents' development is not only an enabler for the future business, but also a challenging issue to cope with to be competitive in the future. In this regard, it is timely for us to bring an attention of readers in this special issue in the *International Journal of Management and Enterprise Development* with focus on 'Global enterprises and organisations of the future experiences from international practices'. This special issue is prepared based off the papers presented in Technology Innovation and Industrial Management (TIIM) Conference held in Seoul, May 27–29, 2014.

Five papers are carefully selected for diversified areas of research interests. Each of the five papers addressed themes as follows:

- Jouni Juntunen, Mari Juntunen, Mikko Paananen, and Pekka Kess from University of Oulu in Finland wrote a paper titled 'Loyalty, power and relationships: A latent class approach'. This paper performed analysis of loyalty intentions among latent customer classes by studying negotiating power and the quality of relationships from the 173 survey data in Finland. Authors proposed a model and tested its effectiveness for identifying latent behavioural classes of a customer to maximise profitability in industrial management setting.

- Tzong-Ru (Jiun-Shen) Lee, Yi-Hsiang Hsu, Pei-Ning Huang from National Chung Hsing University in Taiwan, and Matti Muhos from University of Oulu in Finland wrote a paper titled 'Key factors and skills in writing blog articles'. This paper investigates key reference factors to increase consumer satisfaction in reading and writing blog articles as well as revising website articles in restaurants industry in Taiwan. Authors' research findings can be a good reference for those who are involved in a restaurant business setting, if adopted with modification as necessary in other countries though.
- Tzong-Ru (Jiun-Shen) Lee, Chin-Yao Chen, Yi-Hsiang Hsu from National Chung Hsing University in Taiwan, and Per Hilletoft from Jönköping University in Sweden published a paper titled 'Key factors affecting customers' willingness to use mobile coupons in a restaurant setting'. This article identified success factors for mobile advertising as well as customers' willingness to use mobile coupons in restaurants industry in Taiwan. Authors presented all factors found along with questionnaires in detail. For practitioners who want to apply the methods suggested in this paper, these factors and surveys will be valuable resources as well.
- Putu Wuri Handayani, Puspa Indahati Sandhyaduhita, Achmad Nizar Hidayanto, Ave Adriana Pinem, and Haya Rizqi Fajrina from Universitas Indonesia in Indonesia published a paper titled 'Synthesising hospital information system critical success factors in Indonesia'. This research addressed an issue of synthesising the critical success factors in implementing hospital information system. Authors surveyed with healthcare organisations and extracted the critical success factors. One of the key ideas on this research is to underpin a successful implementation of the Universal Health Coverage programme enforced by the Indonesian Government in 2014. Readers can share the lessons learned from Indonesian case so as to develop their own insight in executing health information system.
- Ainul Haniza Mohd Rashid, Siew-Phaik Loke from Universiti Teknologi MARA (UiTM) Perak, Seri Iskandar Campus in Malaysia, and Keng-Boon Ooi from Linton University College in Malaysia prepared a paper titled 'Strengthening supply chain risk management for business continuity: a case study approach'. This paper discussed current issues in management of a supply chain risk, which raised more attention in practice after the earthquake and Tsunami in Fukushima, Japan. Authors conducted the interviews with Malaysian electronics industry. Then they came up with a conceptual framework to examine robustness, resilience, flexibility, agility of supply chain and firms sustainability. Even though the research was carried out in Malaysian industry, findings are scalable to other global supply chain.

As summarised above, five selected papers addressed global business practices and experiences in a balanced fashion. Industry practices are collected from healthcare organisations in public and private sectors, service industry in restaurants, global supply chain in electronics commodity manufacturing, and customer behaviour analysis in brewing industry that is definitely extendable to other industries. Also, they are gathered in both Asia and Europe geographically. In addition, technologies and research methodologies involved are surveys, questionnaires, quantitative analysis, and a normative model. In this regard, this special issue offers timely themes of globalisation in business practices that makes readers share the authors' experiences while a variety of research methodologies appropriate to the global issues included.