
Editorial

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Biographical notes: Wilfred Vincent Huang received his BS in Industrial Engineering from Purdue University, MS and PhD in Industrial Engineering from State University of New York at Buffalo. He has been a Faculty of Alfred University since 1983. He is the George G. Raymond Chair and Professor of Management Information Systems at Alfred University. He is the Director of Confucius Institute at Alfred University. His research interests include e-business and entrepreneurship. He has numerous publications in both fields, and is the Editor, Associate Editor and Guest Editor of *IJCCM*, *IJMS*, *IJSSC*, *IJNVO*, *IJSTM* and *IJITM*.

Juergen Seitz received his Diploma in Business Administration and Business Information Systems from the University of Cooperative Education Stuttgart, nowadays Baden-Wuerttemberg Cooperative State University Stuttgart, Germany, and in Economics from the University of Stuttgart-Hohenheim. He received his PhD from Viadrina European University, Frankfurt (Oder), Germany. He is a Professor for Business Information Systems and Finance, and Chair of the Business Information Systems Department at Baden-Wuerttemberg Cooperative State University Heidenheim, Germany. He is the editor, associate editor and editorial board member of several international journals.

Zhen Zhu received his MS and PhD in Management Sciences and Engineering. He is currently an Associate Professor of MIS at China University of Geosciences (CUG), Wuhan, China. His current research interests include e-business strategic initiatives, IT and entrepreneurship, and IT business value in e-supply chain. His research papers have appeared in the *IEEE Transaction on*

Engineering Management, Information and Management, International Journal of Networking and Virtual Organisations, International Journal of Information Systems and Change Management, China Management Review, Research and Development Management, and in several proceedings of international conferences, such as *International Conference on Information Systems*. He is a member of the Association for Information Systems (AIS).

We have selected four of the best papers from 14th Wuhan International Conference on E-Business 2015 in this special issue. They represent the latest research activities in the services technology and management in China. The areas of the papers are in IT services and advertising.

The capability to be innovative is a key success factor for each company in every industry. Future success of a company bases on today's innovations. In their study, Jian Tian and Liwei Wang analyse the capability to be innovative on a meta-level. They analyse the performance of online innovation contests from a design elements perspective.

The topic of the second paper is the effectiveness of search ads. Too many or wrong ads are noticed as nuisance. Xiaoling Li, Hui Yan and Xinjian Li analyse the balance of quality and quantity of ads. They also compare business search and community search ads.

Although there is already a lot of research done in the area of trust in the internet there is still a large number of questions left unanswered. Min Wang, Yijie Bian, Jianguo Deng, Hong Sheng and Juan Tao examine effects of relationship marketing on customer loyalty in online social networks. A high customer loyalty means a strong relationship between customers and suppliers. Customers share this experience with others in online social networks so that more potential customers can be attracted.

In the last paper, Yong Pan analyses negative effects of adverse selection in the Chinese e-commerce market and examines how it can counteract them. He focuses his analysis on the credit scoring and the guarantee system of TAOBAO, a website for online shopping in China. These systems are not substitutes but complements of each other.

We hope you will enjoy reading and gain from their research.