Editorial

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Biographical notes: Lorna Uden is Professor Emeritus of IT Systems in the Faculty of Computing, Engineering and Technology at Staffordshire University. Her research interests include technology learning, HCI, big data, mobile learning, activity theory, knowledge management, web engineering, multimedia, e-business, service science and innovation, semantic web, software as a service (SaaS), internet of things and problem-based learning.

Welcome to V11N3 of *IJWET*. The first paper is 'A flexible user interface for document-oriented applications' by Ahmed Elfatatry. This paper is concerned with software flexibility. According to the author of this paper, many business applications that support flexibility in the business layer and also in the presentation layer fail to sustain flexibility across the boundary between the two layers. To address such problems, the author has introduced the presentation behaviour layer (PBL) as a solution for providing flexibility between the business layer and the presentation layer. The proposed solution addresses flexibility not only at each logical layer but also between different communicating layers. The PBL concept has been used to rebuild a real custom system. The evaluation shows enhancement in flexibility features of the new system compared to the old system. However, more empirical studies are needed to verify its effectiveness.

The second paper is 'SMEs – social media marketing performance' by Hilary Berger and Chris Thomas. In today's hyper-connected globalised world, social media and online customer interactions are changing the way companies do business from the outside in. In this paper, the authors investigate whether social media marketing is being used within Welsh SMEs, additionally establishing what preferred platform(s) are being used by SMEs.

According to these authors, the results of this research support the idea that the platforms selected can be dependent on three instances. Firstly, the business sector in which the SME is placed, Secondly, the popularity of the platform – in relation to the number of users associated with the relevant business sector. Thirdly, in practice, they found that the perceived costs and time elements involved meant that for SMEs performance monitoring is not always an automatic consideration. However, more empirical studies are needed to verify this finding.

The third paper is 'Different perceptions of online shopping concerning product availability, consumer location, and experience', by Takashi Okamoto. Okamoto argues that effective management of customer knowledge is a significant asset for e-businesses.

Understanding customer needs, aims, and perceptions is essential for building customer relationships and achieving business success.

This study conducted questionnaire-based research and examined university students' behaviour and perceptions regarding online shopping. The results showed that the lower the availability and variety of goods sold by rural vendors, the higher the motivation to shop online. Conjoint analysis revealed students' priorities with respect to several attributes of online shopping. Student preferences were biased towards the perceived reputation of shopping websites as compared to the other attributes. The analysis also indicated that postage rates outweighed the price of goods in terms of significance. These analyses examined differences in students' living environments, experiences, and the problems associated with online shopping. However, there are limitations concerning this study. Firstly, our research respondents were university students representing a group of consumers with a limited range of ages, possession of ICT devices, and educational backgrounds. Secondly, the study focused specifically on Japan. Thirdly, limitation on the diversity of goods.

The final paper is 'Ubiquitous revolution, customer needs and business intelligence? Empirical evidence from the Japanese healthcare sector' by Petri Virtanen, Jari Kaivo-oja, Yoko Ishino, Jari Stenvall and Harri Jalonen. According to these authors, there has been a limited discussion and theorisation about the relation between ubiquitous technologies vis-á-vis organisational matters such as change management, knowledge creation and utilisation, organisational learning theories.

In this paper, the authors have concentrated on the link between ubiquitous technologies and organisational structures and processes, especially concerning service organisations and companies providing health technologies. Their theoretical base in this article has revolved around the concepts of 'service space' and ubiquitous revolution. The framework for analysis is a 'service space', which is a space of relations and networks of service providers, embedded as integral parts in service ecosystems, among agencies acting thorough communication. The Japanese case study makes evident that ubiquitous technologies have the potential to provide desirable health service based on customer preference.

The authors argue that the healthcare field evolves rapidly because of the continual introduction of new technologies and disruptive innovations. The role of healthcare-related technologies and the drive-by service providers to incorporate them to internet of things systems is likely to herald a significant departure in service delivery in the healthcare sector. The Japanese case study suggests that ubiquitous technologies accelerate social and societal change by focusing greater emphasis on customers' voices in the healthcare 'service space'. Moreover, the complexity and dynamics of this evolving 'service space' provide pivotal challenges for organisational adaptively challenging the traditional organisational business and knowledge management models used by technology providers in various ways. The article suggests that further research is required to place this topic more firmly on the healthcare agenda.