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## Editorial

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**Biographical notes:** Piet Kommers is a Professor of UNESCO Learning Technologies and affiliated with the Universities of Twente and Utrecht, The Netherlands. His specialty is social media for communication and organisation. As Conference co-Chair of the IADIS multi-conference, he initiated the conferences of web-based communities and social media, e-society, mobile learning and international higher education. He is a Professor at the UNESCO Institute for Eastern European Studies in Educational Technology and Adjunct Professor at Curtin University in Perth, Australia.

Margriet Simmerling is a Peer Consultant/Senior Manager for R&D projects in the area of e-society and web-based communities. She participated in the advisory board for the Dutch Ministry of Economic Affairs and is active as Reviewer for the European Commission. She designs and moderates e-learning modules and workshops e-learning modules and workshops in the domain of education technology and psychology at the PhD level.

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In this issue, important community-related findings for the corporate world are presented. The findings are interesting for social media developers and sales departments. The findings presented in the article can inspire to make the most optimal choices and develop new strategies. Research findings and results from different parts of the world comes together: the Canada, Australia, Indonesia, Spain, the USA, Lebanon and Taiwan. Reading about other situations helps to see your own position from a different perspective. We hope that this issue contributes to the 'out of the box' thinking' and will inspire the readers in a better understanding of web-based communities.

The generic message of this special issue:

Social networking will not only excel as new application domain, like once spreadsheets became the default format for computational comfort. Social networking also will become embedded in almost each other domain as for instance we see here the financial, entrepreneurial, human resources, politics, retailing and any other one. It means that for research a new perspective enters: How will the gravity of social media shift? Will application domains gradually claim more control over the etiquette within

web-based communities? Or will social networking keep its own momentum in deciding what netiquette needs to be adjusted as if it is an autonomous discipline the coming years? In order to keep update, please follow our special issues to come.

Twitter is often underestimated as tool for community sustenance; it is a place of sharing and expressing opinions. The article 'A network analysis of financial conversations on Twitter' addresses the influence of in a financial social network. Nathalie de Marcellis-Warin, William Sanger and Thierry Warin exploit two large Twitter datasets dealing with financial tweets and especially the nature of retweets. Several terms of metrics are taken into account such as number of followers, user activity, and structural betweenness. The authors confirm that in the context of their datasets, the number of followers is not a necessary indication of influence. The article presents conclusions based on well-known algorithms and impressive datasets.

The article 'Do corporate webs substitute annual reports for corporate governance disclosures in large Indonesian family corporations?' provides value for international audience who are keen to understand more of corporate governance in Indonesia. One of the observations of Martin Surya Mulyadi is that government-owned corporations are more transparent than other type of corporations.

The article 'How does social media affect the behaviours of managers and employees in non-democratic countries?' explores an important aspect of the use of social media in a non-democratic country (Iran). Ali Fathi Makvand and Vicenc Fernandez present the result of their research that answers the question: what positive and negative impacts does the use of social media have in the organisational culture of a company in a country without democratic national culture? They present the impact of the use of social media inside of Iranian large organisations.

The article 'Examining the effects of online social relations on product ratings and adoption: evidence from an online social networking and rating site' examines the influence of online social relationships on individual's product adoption and rating from a quantitative perspective. Xiaoyun He, Amir Karami and Chaoqun Deng present their findings and suggestions for future research.

The article 'The advent of the 'social moment of truth' in online communities' inform us about the relationship between retailer and the consumer in an online setting. Zahy B. Ramadan and Maya F. Farah describe a new concept 'social moment of truth'. Scholars in the field can build upon this newly defined instance to expand companies' roles to co-create value with retailers on the latter's social pages.

The article 'The antecedents of intention to use Facebook: the case of female foreign spouses community in Taiwan' extends the work on how social media is used to address issues of isolation and social discomfort. Cedric Hsi-Jui Wu and Thanh-Binh Phung present results that have significant practical implications for web developers and related organisations. The finding of the study helps organisations and governments to deal effectively with female foreign spouses in transnational marriages.

We hope that these articles gave you a better idea on the main question that we posed in the beginning: Will web-based communities survive as autonomous culture, or will it gradually dissolve in etiquettes as anchored in prior application domains? Feel inspired and welcome to bring your research outcomes to our coming *IJWBC* issues.