Editorial

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Welcome to V13 N2 issue of *IJWET*. In this issue, there are three very comprehensive and good papers. Also in this issue, we introduce new subjects that we have incorporated into *IJWET* to take account the advances of web technology in other areas.

The first paper is 'Learning web-based s-commerce purchasing behaviour in Taiwan: an advanced social cognitive perspective' by Chun-Hui Wu, You-Shyang Chen and Yih-Her Yan. The study in this paper employs social cognitive theory (SCT) to provide a social interaction perspective for understanding the interactions among beliefs towards electronic word-of-mouth (eWOM) (person cognition), trusted environment (environment), and consume. These authors argue that SCT offers a new theoretical perspective on consumer purchasing intention because it highlights trusted environment as an important factor in evoking belief towards eWOM in s-commerce, which in turn affects consumer purchasing intention in s-commerce.

The analytical results from their studies show that trust plays a fundamental role in social commerce. In a trusted s-commerce environment, consumers have strong belief towards eWOM, which, in turn, has a stronger effect on their purchasing intention. More empirical studies are needed to verify the claim. It would be useful to conduct future research to investigate the other relationships existing among environmental, personal, and behaviour factors based on the SCT.

The second paper is 'Recommendation research trends: review, approaches and open issues' by Anu Taneja and Anuja Arora. The authors of this paper present a comprehensive recommender system survey taxonomy which includes recommendation approaches, their associated techniques, challenges and areas of improvement with respect to various domains and social media sites.

In this paper, prioritisation of recommendation keywords is presented in form of weighted keyword network along with keyword associations according to their usage in reference section literature. According to these authors, the aim of this paper is to provide details of various public datasets, their corresponding techniques, comparative analysis of existing recommendation approaches based on faced challenges and performance measures are examined. Research directions to improve the capability of recommendation systems including various research challenges in the field of recommendation are also presented. It is a useful paper for anyone who is interested to have a comprehensive understanding of the recommender system survey taxonomy. It is not a paper that contributes to new knowledge in recommender system.

The final paper is 'Using the balanced scorecard to measure the effectiveness of knowledge management projects in Chinese enterprises' by Eric K.W. Lau. This paper studies Chinese firms, informed by a literature review and examines various knowledge management projects, using the balanced scorecard.

According to the author, many companies in China are not aware of their own knowledge base and they do little to make knowledge more generally available. The findings of this study suggest that efforts to assess knowledge management should be directed towards the balanced scorecard approach. The scorecard found significant differences between state-owned and private enterprises, and identified two critical determinants of satisfaction with such projects; how well they supported the financial functions, and the customer-service functions of the firm.

The findings of this study suggest that efforts to assess knowledge management should be directed towards the balanced scorecard approach. The results of the survey confirm that effective knowledge management is a complex construct. Organisations need to be aware of their knowledge management strategies and the extent of their fit with existing business strategies.