Editorial

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Editorial Objective

JBM is a double-blind refereed, authoritative reference addressing working or potential business and management theories/practices as well as the emerging issues of interest to academics and practitioners. The primary editorial objective of the *JBM* is to provide a forum for the dissemination of theory and research in all areas of business, management, and organizational decisions areas. We invite research articles, comprehensive reviews, and case studies that provide insights into the business phenomena occurring every day. Authors of *JBM* are always encouraged to offer recommendations to readers exemplifying the applicability of their research findings.

Research Topics

In this issue, we have accepted four research papers for publication in JBM. The research topic of the first paper is "Role of In-store Atmospherics and Impulse Buying Tendency on Post-purchase Regret," authored by Chandan Parsad, Sanjeev Prashar, T. Sai Vijay, and Vinita Sahay. The second one is "Digital Storytelling as a Solution to Destigmatize Products: Case of Women Lingerie from India," reported by Varsha Jain, Amrita Bansal, and Tarishi Misha. The third one is "The evolving B2B e-commerce and supply chain management: A chronological mémoire," examined by Richard W. Monroe and Paul T. Barrett. Finally, a study on "Evaluating the alignment between organisational critical activities and websites in New Zealand Universities," is presented by Wei-Hsi (Frank) Hung and Kai-Ju Chuang.

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About the Author

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Eldon Y. Li is Chair Professor of MIS and Director of Ph.D. Program in Business at Taiwan Chung Yuan Christian University, and Chair Professor at Shanghai Tongji University. He is the former University Chair Professor and department chair of the Department of Management Information Systems at the National Chengchi University (NCCU), Taiwan. He holds a bachelor degree (1975) in international trade from NCCU and both MSBA degree (1978) in management information systems and Ph.D. degree (1982) in information systems and quantitative sciences from Texas Tech University, USA. He was the Dean of College of Informatics and Director of Graduate Institute of Social Informatics at Yuan Ze University, Chung Li, Taiwan (2003-2005), the Founding Director of Graduate Institute of Information Management, National Chung Cheng University, Chia Yi, Taiwan (1994-1996), the Coordinator of Management Information Systems Program, California Polytechnic State University, San Luis Obispo, USA (1986-1989; 2001-2003). He has published over 260 papers in the areas of electronic business, service innovation, decision systems, human factors in information technology (IT), strategic IT planning, software engineering, total quality management, information management, and business management. His papers have appeared in top journals such as *Communications of the ACM, Communications of Association for Information Systems, Computers & Education, Decision Support Systems, Information & Management, Journal of Association for Information Systems, Journal of Management Information Systems, Omega,* and *Research Policy,* among others.

Wei-Hsi (Frank) Hung is Professor of Management Information Systems at National Chengchi University, Taiwan. He holds a Ph.D. degree from University of Waikato, New Zealand. His research interests are in the areas of e-commerce, IS alignment, knowledge management, and supply chain management. His research papers appeared in journals such as *Decision Support*

Systems, Communications of the Association for Information Systems, Industrial Marketing Management, Journal of Global Information Management, Journal of Computer Information Systems, Computers in Human Behavior, Technology Analysis & Strategic Management, Telematics and Informatics, Internet Research, Pacific Asian Journal of Association for Information Systems, International Journal of Logistics Research and Applications, Journal of Information Management, Asia Pacific Management Review, Communications of the ICISA, International Journal of Web Portals, and *Electronic Journal of Information Systems Evaluation.*