

# Editorial

Eldon Y. Li

## *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 "Understanding the factors and their relative effect on offshored data privacy: Client and vendor perspectives," authored by Anupam Kumar Nath. The second one is "Guiding principles for ethical change management," reported by Pamela A. Kennett-Hensel and Dinah Payne. The third one is "Risks and their management in ready-made garment industry: Evidence from the world's second largest exporting nation," examined by Suborna Barua, Dipon Kar, and Fariza Binte Mahbub. Finally, Varsha Jain, B.E. Ganesh, and Amrita Bansal present a study on "Understanding bi-directional media consumption in online shopping: A case of 3 cities in India." Please note that the views expressed in these articles are those of the authors and not of the editors, editorial board, *JBM*, WDSI, National Chengchi University, or Chung Yuan Christian University. We hope these papers are interesting to read and useful to your future research. On behalf of the Editorial Board, I thank you very much for your continuous support.

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**Eldon Y. Li** is Chair Professor 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. 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.