

Editorial

Eldon Y. Li
Wei-Hsi (Frank) Hung

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, practitioners, and policy makers. 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 which would be of interest to academics, practitioners, and policy makers. Specific areas include, but not limit to: business analytics, case studies; business ethics, policy, law; corporate governance and social responsibility; electronic business, social commerce, mobile commerce; entrepreneurship, innovation, business venturing; enterprise management, human resource management; information management, project management; international business, marketing; operations and service management, supply chain management; strategic management, risk management, technology management. 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 "Return on investment from supplier/risk management," authored by Christopher A. Hoeckel, Josef Neuert, Marcus Schüller, Alla Schwamborn, and Jianpeng Wang. The second one is "Power of the scent: Exploring the role of sensory appeals on consumer product attitude," reported by Ruchi Garg, Ritu Chhikara. The third one is "Does the need for social status among price conscious consumers induces consumption of counterfeit luxury brands?," examined by Sameeullah Khan, Asif Iqbal Fazili. Finally, a study on "Innovation in marketing strategy: A customer lifetime value approach," is presented by Mehir Kumar Baidya, Bipasha Maity, Kamal Ghose.

We thank very much the authors for sharing their knowledge by contributing the papers and the reviewers for taking their precious time to offer improvement suggestions to the authors. Special thanks go to National Chengchi University in Taiwan for the administrative support and to Western Decision Sciences Institute for the financial support. Without all these scholars and partners the publication of *JBM* is not sustainable. Please note that the views expressed in these papers 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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About the Author

Eldon Y. Li*

*Chair Professor of MIS and Director of Ph.D. Program in Business
College of Business
Chuang Yuan Christian University
Chung Li, Taoyuan 32023, Taiwan
E-mail: eli@cycu.edu.tw*

Wei-His (Frank) Hung

*Professor of MIS and Director of CINTES
College of Commerce
National Chengchi University
Wenshan, Taipei 11605, Taiwan
E-mail: fhung@nccu.edu.tw*

*Corresponding author

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.*