

Editor's Introduction

In this issue of *Journal of Information Management*, we are delighted to present four research papers. The summaries of these papers are as follows.

Ming-Huang Guo, Hung-Tu Liao, Li-Lin Hsiao and Ting-Ya Wang in their paper "The Influence of Information Privacy Concern on Users' Intentional Behavior in Social Networking Websites – An Example on Facebook" shows that users do concern about how the personal information is protected in the social networking websites. It reminds and emphasizes that, management is much more important than applications or functionalities provided in nowadays information systems. Social networking websites change along with the time. The trend to set personal data in transparent had brought a lot of privacy issues. In order to balance the openness and privacy issues, social networking websites frequently update their privacy settings and policies to reduce privacy issues. In their study, they want to explore the relationship between the protection of personal data and the behavior on Facebook users. The study is based on theory of Reasoned Action, and collects 426 valid samples from Facebook users. According to the results of statistic analyze, concerns on information privacy significantly affect personal attitude. Structural guarantee and privacy empowerment significantly affect trust. Moreover, trust, subjective norms and attitude significantly affect behavioral intentions. The study explores the relationship between the protection of personal data and the user behavior on Facebook. Therefore, the results might be not appropriate to explain users' behavior on other social networking websites. In order to running in a proper economy of scale, the social networking websites try many ways to fascinate users to register in. In the study, it shows that concerns on information privacy highly affects personal attitude, and trust significantly affects behavioral intentions. Therefore, managers are suggested to provide a more safely environment, so that users will continuously stay in the social networking websites.

Daniel Hogan Gau, Hsiu-Fen Cheng, Chang-Tang Chiang and Ming-Hsien Yang in their paper "Factors affecting the intention of messages forwarding in the social network sites" proposed a model is suitable not only for academic researchers for further investigation but also for industrial practitioners on marketing online groups. The study aims to discuss whether user's intention of forwarding a message in the social network sites might be affected by user's feeling, social identity, and social norm. After reviewing

the related literatures, the study proposed a conceptual model that indicates message quality and source credibility may affect message usefulness, and social identity may affect social norm. Meanwhile, message playfulness, message usefulness, and social norm may affect message forwarding intention as well. Then, the study conducted a survey to test the model. Based on the analysis of 350 valid online questionnaires, the study results show that all the hypotheses are statistically significant and the proposed model is validated. Drawing on IAM and TAM2, the study offers a practical procedure to explain whether user's intention of forwarding a message in the social network sites might be affected by user's feeling, social identity, and social norm. However, the study was conducted in Taiwan. The non-diverse sample limits broader generalization. It is necessary that the study be further tested in other countries to enable broader generalization. The results of the study indicate that user's intention of forwarding a message in the social network sites will be affected by user's feeling, social identity, and social norm. It is therefore essential that enterprises to monitor users' behavior and do something accordingly while operating their social network sites in marketing practices.

Jen-Peng Huang and Chen-Ying Chang in their paper "Automatic Text Summarization based on Weights of Words" they are the first that applies the union and intersection of "Rough Summary" and "Accurate Summary" to improve the quality of automatic text summarization. The objective of text document summarization is to extract essential sentences that cover most of the concepts of a document so that users are able to comprehend the ideas of the documents which try to address by simply reading through the corresponding summary. The study aims to develop an automatic text summarization technique to product the summary of the web pages by extracting the sentences which cover most of the concepts of the web pages. The research framework was developed from CKIP (Chinese Knowledge Information Processing) system and automatic text summarization techniques. Two studies were designed to elicit and evaluate the accuracy and applicability of the five automatic text summarization techniques with 10 samples from 184 web articles. Their results show that TF-ISF (Term Frequency-Inverse Sentence Frequency) is better than the others in the evaluation of "F-measure". Further, "Rough Summary" and "Accurate Summary" respectively is the best performance in the evaluation of "RECALL" and "PRECISION". The paper focuses on Chinese web articles. Hence, future research is recommended to develop an automatic text summarization system based on Ontology-based architecture. The paper provides several automatic text summarization techniques to product the summary of the web pages by extracting

the sentences which cover most of the concepts of the web pages. The experimental results indicate that the proposed approach outperform a significant improvement on the accuracy of automatic text summarization.

Shu-Jung Chen, Ping-Chun Chang, Kuei-Kuei Lai and Pei-Wen Liu in their paper “The relevance between the most suitable company and evaluation indicators through patent release: evidence from the digital image of Kodak” suggested that it is not only a new concept of technology network analysis, but also a systematic method of analysis. At the same time, it is also very suitable for the management of SME’s enterprises to make technological decision, assess the merging and acquiring targets, and seek the important technology information. And, the study proposed a clear definition to measure both indicators of the common internal knowledge (CIK) and common external knowledge (CEK) of the companies, which has filled the research gap of previous studies. The study aimed to explore how a technology leading company could measure through patent indicators in the business restructuring process to identify the best suitable transferee. Kodak was selected as research target in the study. By using the important patent family portfolio of its “digital image” technologies, and to develop an analysis dataset based on the concept of establishing ego-centered technological network. The study adopts both patent co-citation approach (PCA) and technological redundancy approach (TRA) to data analysis. The results found that (1) the most potential industry for patent release is digital mobile communication device industry; (2) Apple is the most suitable patent transferee for Kodak; (3) before and after the patent transfer, the technological knowledge reliability of Apple and Kodak remained highly consistent; and (4) after patent transfer, Apple’s technological knowledge status has increased but did not affect Kodak’s lead position; and (5) from Kodak viewpoint, Apple’s supplementary and complementary knowledge has significantly increased. The findings of the study were only based on the patents portfolio of tested technologies. If widening the technical scope, it might produce different results. There are five factors worth considering when select the best suitable company. (1) patent transferee shall have potential in the technology development of its industry; (2) patent transferee shall have integration ability of required technologies in its industry; (3) the requirement of product functions for patent transferee and the technology of patent transferor should contain structural similarities; (4) the product’s attributes of patent transferee and transferor need to have obvious differentiation in the separate industries; (5) the patent transferor should contain the supplementary and complementary for transferee to acquire.

Finally, on behalf of the editorial team, I would like to thank all the authors and

reviewers for their collaborative efforts to make this issue possible. It is our sincere wish that this journal become abilingual knowledge exchange platform among information systems researchers around the world.

Eldon Y. Li, Ph.D., CPIM, CDE

Editor-in-Chief

University Chair Professor and Chairperson
Department of Management Information Systems

College of Commerce

National Chengchi University

Taipei, Taiwan

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