

## Editorial 20-3/4

Hubert Österle · Hans-Dieter Zimmermann ·  
Karen Heyden

Published online: 18 November 2010

© Institute of Information Management, University of St. Gallen 2010

Dear Readers of Electronic Markets,  
Welcome to the final issue of Electronic Markets' twentieth volume.

Before we introduce the present issue we are more than happy to announce that Electronic Markets was accepted for the Social Science Citation Index (SSCI) by Thomson Reuters in October 2010. The successful application is a great honor against the background that Electronic Markets will celebrate its twentieth anniversary next year. An official impact factor for Electronic Markets will be available in the third quarter of 2011, nevertheless, we look forward to receiving the community's best work for publication in our journal.

The special theme section on "Service-orientation in Electronic Markets" was organized by Rainer Alt, Witold Abramowicz and Haluk Demirkan and includes three articles. All contributions are introduced separately in a comprehensive preface by these Guest Editors.

---

H. Österle (✉)  
Institute of Information Management, University of St. Gallen,  
Müller-Friedberg-Strasse 8,  
St. Gallen CH-9000, Switzerland  
e-mail: hubert.oesterle@unisg.ch

H.-D. Zimmermann  
University of Applied Sciences,  
FHS St. Gallen,  
St. Gallen, Switzerland  
e-mail: hansdieter.zimmermann@fhsg.ch

K. Heyden  
Information Systems Institute, University of Leipzig,  
Grimmaische Str. 12,  
Leipzig 04109, Germany  
e-mail: heyden@wifa.uni-leipzig.de

Our general research section also includes three articles. The first and second paper of this section are extended and revised versions of conference papers which were presented at the 23rd Bled eConference 2009 in Bled, Slovenia.

Kai Reimers, Robert B. Johnston, and Stefan Klein take us on a journey through "The Difficulty of Studying Inter-organisational IS Phenomena on Large Scales." In their critical reflections on a research journey the authors bring in their long-standing track record in inter-organizational information systems (IOIS). The paper presents a detailed analysis of the problems they encountered when applying conventional research design methods in the early stages of a five-year international comparative study of IOIS in pharmaceutical supply chains in four countries. Therefore the authors have applied an alternate modelling approach derived from structuration theory and practice theory. The paper presents a rather holistic view on IOIS contributing to the methodological discussion in the IS arena as well as presenting new insights into the development of IOIS based on the alternate methodological approach.

The paper titled "Adoption of Mobile ICT for Health Promotion: An Empirical Investigation" by Mihail Cocosila and Norm Archer investigates user acceptance of mobile ICT for a health promotion intervention. The authors propose a theoretical model blending both factors that favour adoption and factors that disfavour it. The model was empirically tested by surveying participants who were exposed to the technology for one month. The research results provide implications for both theoretical and practical knowledge.

"Has the Web Transformed Experience Goods into Search Goods?"—This question answers the third paper authored by Makoto Nakayama, Norma G. Sutcliffe and Yun Wan. Taking a critical look at Lisa R. Klein's

proposition, the authors compare past studies regarding search, experience and credence (SEC) characteristics of goods and finally, examine an exploratory survey on a set of commonly purchased products. Examination results show that SEC classification changes are obviously not significant.

Finally, we would like to thank all guest editors, reviewers and authors involved in this issue and hope you enjoy reading all of the articles. Any feedback on

the journal or the single contributions is greatly appreciated.

Best regards  
Your Electronic Markets editorial team  
Hubert Österle  
Hans-Dieter Zimmermann  
Karen Heyden