

## EDITORIAL

This is the first issue of volume 10 of the Australian Journal of Information Systems. As editor I am pleased to report the continuing interest in the journal both in Australia as well as overseas.

Our first paper is presented by Pierre-Jean Charrel, Institut de Recherche en Informatique de Toulouse. The concept of viewpoint is studied in the field of the modelling and the knowledge management concerned in the upstream phases of a designing process. Two models of viewpoint and correlation are proposed.

Sigi Goode, School of Business and Information Management, Australian National University presents our next paper entitled – Exploratory Analysis of the Effect of Consultants on the Use of World Wide Web Sites in SME's. This preliminary research finds a number of interesting outcomes. No significant relationship is found between consultant or ISP engagement and World Wide Web site use, regardless of whether the consultant was engaged as site developer or site maintainer.

Our next paper is presented by Rene Jorna, University of Groningen, The Netherlands. In developing a conceptual framework for the cognitive analysis of knowledge management, the paper explains that the dominance of tacit, coded or theoretical knowledge matches well-known organizational forms.

Mikko Siponen, Department of Information Processing, University of Oulu, presents the next paper entitled – Database Security and the Problem of Polyinstantiation: A Moral Scrutiny. This paper examines the morality of polyinstantiation from the viewpoint of moral philosophical frameworks.

Our next paper is presented by Peter Slade and Jeanette Van Akkeren, Faculty of Business, University of the Sunshine Coast. This paper looks at which factors were important in impacting on small firms' decision making in respect of information technology and e-commerce adoption. Findings indicate that generally, the more a firm was concerned about its competitive position, so such a firm was likely to develop a Web site.

The final section of this issue is devoted to the area of SME's.

The first paper in this section is entitled – Have SME's Benefited from E-Commerce? and is presented by Simpson Poon, Charles Sturt University. This paper looks at a number of studies of EC and SME's.

Tim Beal, Victoria University of Wellington and Moha Asri Abdullah, Universiti Sains Malaysia present our next paper entitled Information and Communication Technology in Asia Pacific Countries: Implications for Small and Medium Enterprises in Malaysia. This paper explores global and Asia Pacific ICT usage and the major factors influencing SMEs. It focuses particularly on Malaysia where the development of ICT usage amongst SMEs is one of the main policy items in the agenda of the Malaysian government.

Maen Al-Hawari and Helen Hasan, University of Wollongong present our next paper entitled Evaluating the Knowledge Assets of Innovative Companies. The paper will present an integrated model and discusses the appropriateness of a set of knowledge elements as a means of measuring the knowledge asset of an organisation.

Colin Jones, School of Management University of Tasmania, Rob Hecker, School of Management University of Tasmania and Peter Holland, Department of Management, Monash University present our next paper entitled Small Firm Internet Adoption: A Market Oriented Approach. The focus of this paper is the empirical testing of a normative web-based commerce adoption model developed from a review of the extant literature related to electronic marketing, the Internet and the diffusion of new innovations.

Our final paper entitled Electronic Commerce and Market Focus: Some Findings from a Study of Swedish Small to Medium Enterprises is presented by Lejla Vrazelic, University of Wollongong, Deborah Bunker, School of Technology and Management, University of New South Wales, Rob MacGregor, University of Wollongong, Sten Carlsson, Karlstad University and Monika Magnusson Karlstad University. This paper presents the findings of a study of 118 Swedish small to medium enterprises (SMEs) that have adopted EC. The results of the study suggest that improvements to customer service, internal efficiency and organisational competitiveness have become equally important when making EC investment decisions.

Finally Helen Hasan, University of Wollongong presents a Book Review examining the Ronald Maier book entitled Knowledge Management Systems: Information and Communications Technologies for Knowledge Management.

Once again I would like to pass on my thanks to the authors and consulting editors for the high quality of material in this issue. I would like to thank Lily Soh and Diniz Da Rocha for their continued assistance with the journal and the maintenance of the Home Page.

Rob MacGregor

Editor

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