

## EDITORIAL

This is the first special edition of the Australian Journal of Information Systems. We hope to issue one special edition each year on a topic which is relevant both to the practitioner as well as the academic. This year's topic area is Electronic Commerce. This issue showcases some of the foremost researchers in the area of Electronic Commerce and I would like to thank each of them for their contribution. I would also like to thank St George Bank for their support in the production of this issue of the journal.

Our first paper - The Long Term Effects of Electronic Commerce and Data Interchange on Firms - Francois Bergeron, Laval University, Canada and Louis Raymond, University of Quebec - examines the determinants of electronic commerce effectiveness. The results show that a number of factors, including control procedures, imposition can have long term effects upon the organisational acceptance and use of electronic commerce.

Andrew Burton, Andersen Consulting, Chicago and John Mooney, University College Dublin provide our next paper - The Evolution of Electronic Marketplaces: An Exploratory Study of Internet-Based Electronic Commerce within the American Independent Insurance Agency System. This paper draws upon conceptual and empirical literature to develop a framework for analysing potential influences on market and industry structure. This framework is then applied to the American Independent Insurance Agency System.

Our third paper - Inter-Organisational Systems, Strategy and Structure: The Case for Planning Environments - Pat Finnegan, University of Cork, Robert Galliers, Warwick Business School and Philip Powell, University of London - looks at inter-organisational co-operation and organisational strategies. The paper examines the development of systems in three inter-organisational networks in Ireland, in particular the planning that went into them.

Our fourth paper - Analysis of Expectations on Electronic Grocery Shopping for Potential Customer Segments - Heikkila Jukka, Kallio Jukka, Saarinen Timo and Tuunainen Kristiina, Helsinki School of Economics - examines the use of electronic commerce technologies in the grocery industry. Several infrastructure solutions are examined as bases for electronic grocery shopping in Finland.

Davide Khalil, Heriot-Watt University, Edinburgh, presents our fifth paper - Electronic Markets Ontology: Ideal Architecture for a Global Capital Market. This paper proposes an ideal capital market architecture which is both feasible with current technology and functional in terms of the participants and their internal requirements.

Our sixth paper - Planning and Designing Web-Based Electronic Commerce: A Case in the Insurance Industry - Rolf Teubner and Stefan Klein, University of Meunster, Germany - begins by showing that many web-based approaches have often been disappointing to the users and organisations employing them. The authors propose two frameworks which are tested on a medium sized insurance company.

Claudia Loebbecke, Erasmus University, The Netherlands presents the seventh paper- Content Provision on the Web: An Economic Challenge for TV Stations. This paper begins by asserting that many television companies have neglected careful evaluation of the strategic and economic potentials of online services. The paper examines an exemplary TV network, Globo, in Brazil.

Our eighth paper - Towards New Web Application Development Practices - Angeliki Poulymenakou, William Drakos, Anastasia Papazafeiropoulou and Georgios Doukidis, Athens University, Greece - begins by examining the increasing sophistication of web applications. The authors argue that system developers need to reconsider their professional practices in the context of these new technologies.

Our ninth paper - Electronic Commerce and Collaboration Between Competing Firms - Eberhard Stickel, Viadrini University, Frankfurt - examines investment in electronic commerce. The paper uses microeconomic techniques to analyse the economic incentives pre-competitive collaboration in the development and use of electronic commerce.

Our final paper is - Electronic Commerce: A Battle on Regulation, Standards, Transportation Media and Business Integration - Kim Andersen and Niels Bjorn Andersen, Copenhagen Business School. This paper examines the effect of regulations, standards etc. on the acquisition and use of electronic commerce technologies. The paper concludes that the effect of many of these factors are still ambiguous.

Once again I would like to pass on my thanks to the authors and consulting editors for the quality of material in this issue. I would particularly like to thank Deborah Bunker and David Dodds for their assistance in planning and producing this special issue of the journal

Rob MacGregor  
Editor