

## Editorial 19/4

Hubert Österle · Karen Heyden

Published online: 16 October 2009

© Institute of Information Management, University of St. Gallen 2009

Dear readers,

This issue of Electronic Markets concludes our first year with the new layout and with our new publisher. First of all we would like to express our gratitude to everyone - authors, reviewers, editors as well as publishers - who made this migration a success. Without your support this would not have been possible and we look forward to your cooperation in the future.

Indeed, some changes have been implemented during the past months. First, each Electronic Markets issue may now include multiple focus theme sections and we are planning additional focus theme sections as fast track. Whenever you feel able to organize a set of 3–5 papers for a focus theme, Electronic Markets will support you in publishing them. If you already have a set of papers for a possible focus theme, for example from a conference mini-track, and wish to publish them in a journal, Electronic Markets is fast in organizing the review process and publishing accepted papers in a focus section. Remember the time to publish an article from its submission including the review process is on average 5 months.

Secondly, Electronic Markets now has a section on Position Papers. We invite well-known scholars in various

areas of electronic markets and business networking to submit position papers on salient issues of their choice. These papers will be somewhat shorter in length (about 6,500 words) than regular research paper submissions. Position papers should be well-developed, thought-through and articulated to address emerging, controversial, even paradoxical issues. Ideally, such papers should develop rigorous evidence-based arguments, yet rely on scholarly thought and logic. Accordingly, position papers should offer novel and fresh perspectives, potentially open new areas of discourse, or possibly even resolve unsettled research questions and issues important to electronic markets and networked business.

Thirdly, Electronic Market's Editorial Board has been extended and now comprises 52 members. We welcome three new members: Niels Bjørn-Andersen (Copenhagen Business School, Denmark), Ioanna Constantiou (Copenhagen Business School, Denmark) and James R. Wolf (Illinois State University, USA). In addition, a new Associate Editor has been appointed. Doug Vogel (City University of Hong Kong) will be responsible for relationships to authors in Asia as well as topics from this area.

Last but not least let us present the topics of this issue. The focus theme section is dedicated to "eCollaboration" and was guest edited by Kai Riemer, Charles Steinfield and Doug Vogel. We would like to thank our distinguished colleagues for organizing this comprehensive focus theme section. In their preface the guest editors frame the subject and introduce the three articles. The focus theme section also includes two invited papers. In the first, Ned Kock gives an overview of "The evolution of costly traits through selection and the importance of oral speech in e-collaboration". In the second, Niels Pinkwart and Hannes Olivier address the question "Cooperative virtual

---

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

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

worlds - a viable eCollaboration pathway or merely trend?”. A general research paper concludes this issue. Byron W. Keating, Ali M. Quazi, and Anton Kriz analyze the impact of financial risk on service quality as well as on relationship-marketing quality perceptions. With this article the authors present a case study among 143 invited internet users from a large Australian University. The results of the case study show that service quality is sensitive to financial risk and that the

appearance as well as the design of websites has a great influence on the user’s perception of financial risk.

We hope you enjoy reading this issue. Any feedback on the journal, focus themes or single papers is greatly appreciated.

Best regards

Your Electronic Markets editorial team

Hubert Österle

Karen Heyden