

Editor's Introduction

In this *MISR* issue we are delighted to present four research papers. The summaries of the four papers are as follows.

Xiao Tong in her paper “Effect of Manufacturer Reputation, Retailer Reputation and Seller Reputation in China’s Online Shopping Market” examines the effects of manufacturer brand reputation, online retailer reputation, and online seller’s reputation on reducing Chinese consumers’ perceived risk toward online shopping and further increasing their purchase intention in online shopping. The results of the univariate analysis of variance show the availability of information on the online seller’s reputation has a significant effect on perceived risk while manufacturer brand reputation and online retailer reputation have no effect on consumers’ perception of risk. The linear regression results reveal perceived risk has a negative impact on Chinese consumers’ online purchase intention.

Vinay Kumar and Sunil Kumar Muttoo in their paper “A Graph Theoretic Approach to Sustainable Steganography” introduce an algorithm for steganography based on graph-theoretic approach. They take BMP file to implement the algorithm in this paper. The results show that the algorithm achieves almost 100% matching for message elements in cover elements. The embedding algorithm has been put through mathematical and statistical tests to ensure that it not only retains visual similarity in stego with cover file but also leaves other statistics of cover undistorted after embedding. Therefore it achieves sustainability.

Hamed Fazlollahtabar, Iraj Mahdavi and Nezam Mahdavi-Amiri in their paper “Assessing the Effectiveness of E-learning via User Profile Analysis: An AHP-based Dynamic Programming Approach” propose an assessment procedure by applying a dynamic programming approach to model the problem of shortest path in the user profile and using AHP (Analytical Hierarchy Process) to turn the qualitative parameters into quantitative values. A dynamic program is used to find the optimal path for the user in the E-learning environment. The validity and effectiveness of the proposed model are illustrated by two examples.

Wesley Shu in his paper “Why Do People Make Online Group Purchases? Risk Avoidance, Sociability, Conformity, and Perceived Playfulness” studies what makes online group buying (OGB) attractive to customers and how to strategically identify what customers need to effectively conduct OGB. This paper identifies five reasons why people want to engage in OGB: perceived risk avoidance, sociability, performance expectancy, effort expectancy, and social influence. This study is the first instance of academic

empirical research on OGB. The relationship between network externality and OGB is revealed. The moderating effect of conformity shows the importance of bridging persons in buying groups. The importance of role of gender is discussed.

We would like to thank all the authors and reviewers for their collaborative efforts to make this issue possible. We believe the bilingual format of paper submission would allow Chinese authors to better focus on their research process rather than being hindered by language barrier. It is our sincere wish that this journal become an attractive knowledge exchange platform for both Chinese and non-Chinese authors. Please render your continuous support and submit your papers to *MISR*. Finally, to our loyal readers around the world, we hope you find the contents of the papers useful to your work or research.

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Fall 2011