

## Editor's Introduction

In this MISR issue, we are delighted to present four research papers. The summary of the four papers is as follows.

Iryna Pentina, Oksana Basmanova, Lixuan Zhang and Yuliya Ukis in their paper “Exploring the Role of Culture in eWOM Adoption” argue that given the explosive growth of customer review sites, the questions of why and how individuals use these services in different cultures, as well as whether eWOM exerts comparable influence in different cultures, warrant comprehensive research. The majority of studies in this emerging stream are conducted in a single-country context, and do not consider the impact of cultural environment on consumers' eWOM dissemination, usage, or outcomes. To address this gap, their study compares eWOM attitudes and usage in the US (an established eWOM tradition within a developed market economy) and Ukraine (reflecting a relatively recent eWOM adoption in transitional political and institutional circumstances). They apply content analysis to in-depth interview transcripts obtained from 14 Ukrainian and 10 American consumers and compare differences in their usage and perceptions of online product reviews.

Chian-Son Yu in his paper “Antecedents and Consequences of Trust in Using Mobile Banking” states that because large amount of literature identifies trust as a crucial factor in the success of mobile banking, his study aims to illuminate the link from trust's precursors, itself, to its outcome in the context of mobile banking. After surveying 356 potential customers and 247 current customers, the empirical results indicate that trust significantly influences potential users' intention of current users' commitment to use mobile banking. Regarding current customers, the results reveal that situational normality, structural assurance, knowledge-incurred trust, personal-incurred trust, and calculative-incurred trust, in that order of relative power, considerably affect trust belief in mobile banking. As for potential customers, the results reveal that personal-incurred trust, knowledge-incurred trust, structural assurance, and situational normality, in that order of relative influences, considerably affect trust belief in mobile banking. Given that the level of influence of trust's antecedents in generating consumers trust varies across potential customers and current customers, banks are advised to strengthen different trust resources to meet the main concerns of different customer groups.

Olawale S. Adebayo, Morufu Olalere and Joel N. Ugwu in their paper “Implementation of N-Cryptographic Multilevel Cryptography Using RSA and Substitution Cryptosystem” explore that the purpose of cryptography is to ensure information is made in such a way that

an unintended individual will not have access to it or does not understand what it means when intercepted on a communication network. Some people try to defeat the purpose by using an extra ordinary means to harm the algorithmic construct of the system. The effort required for the purpose depends on the complexity of the algorithm and the number of cryptographic-ciphers used. Given that effort required to cryptanalyze ciphertext in making one-algorithmic transformation is  $x$ -effort, then the effort required when  $n$ -algorithmic transformation was done is  $nx$ -effort. Their paper implements multilevel encryption algorithm using two cryptosystem; RSA and Substitution cryptosystem with one transformation each. It presents an algorithmic paradigm which can be implemented using any programming language. It simplifies the stages used for both encryption and decryption, presenting each stage in a sequential order.

Harshadkumar B. Prajapati and Vipul A. Shah in their paper “Development of an In-House Grid Testbed Supporting Scheduling and Execution of Scientific Workflows” argue that researchers working in Grid workflow scheduling need a real Grid environment to produce the results of experiments. However, many interested researchers of academic institutes may not be able to produce experimental results due to unavailability of a required testbed at their institutes. Their article addresses an important challenge of developing an in-house Grid testbed that supports workflow scheduling and execution. The article proposes the architectural design of the in-house testbed and then concisely presents chosen software tools, their understanding, installation, configuration, and the testing related to the implementation of the testbed. Furthermore, the article presents the methodology of performing experiments on the testbed. The in-house Grid testbed is implemented using open-source, freely available, and widely used software components. In addition, the testbed allows one to produce a real Grid scenario of varying bandwidth values by emulating the network characteristics among the Grid-sites of the testbed. The article addresses testing of all the internal components of the testbed and the integrations for their proper inner working. The article also provides testing and demonstration of workflow scheduling and execution. The presented Grid testbed can easily be replicated or adapted and its deployment can guide researchers in carrying out real experimentation for their research purposes.

As the final note, we would like to thank all the authors and reviewers for their collaborative efforts to make this issue possible. It is our sincere wish that this journal become an attractive knowledge exchange platform among information systems researchers. Last but not least, 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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