

Editor's Introduction

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

Te-Min Chang, Wen-Feng Hsiao, and Ming-Fu Hsu in their paper "Hidden Topic Analysis for Personalized Document Recommendation" propose hybrid filtering approaches for document recommendation system to overcome the shortcomings of collaborative filtering (CF) and content-based filtering (CBF) alone. Particularly, they incorporate latent Dirichlet allocation (LDA) to uncover latent semantic structure in the collected document corpus. The hidden topic results can act as the technical bridge between CBF and CF because we can either obtain robust document similarity in CF, or to further explore user profiles in CBF. Two experiments are conducted accordingly. The results show that their proposed approaches outperform other counterparts on the recommendation performance, which justifies the feasibility and practical applications of the proposed approaches.

Asad Ahmad and Mohammed Naved Khan in their paper "Factors Influencing Consumers' Attitudes toward Social Media Marketing" state that people with common interest interact and share their experiences with the other members on the Social Networking Sites (SNS). SNSs have become a centre stage for e-commerce with the phenomenal rise in the number of the SNSs users. It has become a platform where different marketers advertise their products and services. This medium has equipped the marketers in reaching their target consumers easily. The present study uses an 18 item scale to explore the factors determining attitude of the students towards advertisement over SNSs. Usefulness, Reliability and Word of Mouth Quality emerge to be the critical factors determining the attitude of the SNSs users towards the advertisements.

Abdul Qadir and Swati Agrawal in their paper "Human Resource Information System (HRIS): Re-engineering the Traditional Human Resource Management for Leveraging Strategic Human Resource Management" argue that today's Human Resource Management (HRM) has travelled from attendance sheet to balance sheet of the organization in the pursuit of transforming HRM to Strategic Human Resource Management (SHRM). In the fast growing business world, the changing paradigms have pushed HRM functions to revive and deliver on the business front. Human Resource Information System (HRIS) has leveraged SHRM in more than one ways for HR practitioners enabling the transformation of traditional HRM to transformational HRM. This paper presents a conceptual framework through an HRIS model underpinning the potentials and opportunities that an HRIS offers for practicing SHRM in the 21st century for the academia and industry professionals.

Othmar Mwambe and Isao Echizen in their paper "Security Modeling Tool for Information Systems: Security Oriented Malicious Activity Diagrams Meta Model Validation" argue that the dramatic growth of information system security attacks remains a nightmare. They use various information system security risk management approaches and security modelling languages to address information system security threats. Among many other security modelling languages, Mal-Activity Diagrams

(MAD) have been used to model system malicious processes and risk mitigation processes. However, due to their syntactic and semantic drawbacks, Security Oriented Malicious Activity Diagrams (SOMAD) were introduced in their previous study as an extension of MAD. In this study, they use industrial survey to validate the comprehensiveness and applicability of SOMAD Meta model. The results show that SOMAD Meta Model is a comprehensive tool enough to address information system security issues at large scope.

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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Fall 2017