

Electron Markets (2012) 22:69–70  
DOI 10.1007/s12525-012-0099-x

EDITORIAL

## Editorial 22/2

Rainer Alt · Hubert Österle · Karen Heyden

Published online: 5 June 2012

© Institute of Information Management, University of St. Gallen 2012

Dear readers of Electronic Markets,

Welcome to the second issue of Electronic Markets (EM) in 2012 which includes a special section on electronic commerce in Asia. In fact, the strong interest of this region in EM-related topics is also reflected in our readership with about one third of all full-text article requests originating from the Asia-Pacific region. Compared to 2010, this figure slightly increased by 5 % to 36 % in 2011. Based on all 9'027 EM downloads in 2010 and 2011, a journal usage factor was calculated for the first time. The result yielded a factor of 188.1 which correlates with position 13 within the basket of all 80 Springer economics journals. At the same time, the second preliminary impact factor was reported to be 0.703 and, thus, also growing from a previous 0.56. While we are happy about this positive development, EM's goal of being a leading journal within the entire IS/MIS field still requires further effort. However, the support and contributions of all EM authors, reviewers, board members and editors make us confident that this remains a realistic goal for the future. Thanks again to all colleagues involved.

---

R. Alt · K. Heyden  
University of Leipzig,  
Grimmaische Str. 12,  
04109 Leipzig, Germany

R. Alt  
e-mail: [Rainer.Alt@uni-leipzig.de](mailto:Rainer.Alt@uni-leipzig.de)

K. Heyden  
e-mail: [heyden@wifa.uni-leipzig.de](mailto:heyden@wifa.uni-leipzig.de)

H. Österle (✉)  
University of St. Gallen,  
Müller-Friedberg-Strasse 8,  
9000 St. Gallen, Switzerland  
e-mail: [hubert.oesterle@unisg.ch](mailto:hubert.oesterle@unisg.ch)

The present issue of EM comprises five research articles with three belonging to the special theme section on “E-Commerce Intelligence Development and Research in the Greater China Region”. Our guest editors Xin Luo, Heng Xu, Lee J. Yao were successful in attracting a total of 17 submissions and present three articles together with an introduction for their special theme section in their preface.

The remaining two articles are general research and report interesting findings in the area of online games and open source software projects.

In the first, the authors Ioanna Constantiou, Morten Fosselius Legarth and Kasper Birch Olsen investigate user behavior in multiplayer online games. Their online survey among 606 players of the game “World of Warcraft” explores 12 hypotheses and contributes to the understanding of behavior in games which involve real money trading. Instead of perceived enjoyment the authors emphasize positive factors, such as the player's social status, as well as negative, such as the perceived fairness.

In the second general research article Amir Hossein Ghapanchi and Aybuke Aurum investigate the success of Open Source Software (OSS) projects with regard to the interests of developers as well as to the efficiency of OSS projects. Using the theory of competency rallying (TCR) they analyze 607 projects from Sourceforge.net and suggest four capabilities to realize a successful OSS project. More attention on the needs of the market and the OSS users is a key learning from this research. Existing shortcomings of OSS and well as desired future features of OSS software should be understood by constantly aligning the developer's interests and the overall project efficiency. The authors explicitly dedicate recommendations to networked or virtual organizations which include

two sets of measurement criteria for alternative projects and the interests of developers.

We hope that you enjoy reading the five articles of this issue and also would like to point you towards the updated EM website. Launched in June, [electronicmarkets.org](http://electronicmarkets.org) was completely reorganized and features a new layout. Besides news on call for papers and published articles, it provides guidance for authors regarding the topics and the submission procedure. In addition, social media were integrated and we would cordially invite you to join EM on Facebook and

Twitter. Of course, any suggestions that help us improve the future presence of EM are highly appreciated.

Best regards from Leipzig and St. Gallen,

Your editorial team

Rainer Alt

Hubert Österle

Karen Heyden