

## Editorial Introduction – Ten Years of Development

Ten years have passed since the inauguration of the Pacific Asia Journal of the Association for Information Systems (PAJAIS), although it seems so short. This is the last issue that I serve as the Editor in Chief.

The journal starts with the goal to help scholars in the region to explore new topics, distribute research findings and share insightful knowledge. After ten years of continuous publication, the journal has become well-known in many countries and received an increasing number of high-quality submissions. Since information technologies change very fast, I intend to position this journal to be a timely publication platform so that authors do not need to endure the lengthy review process. The publication cycle from receiving the submission to paper publication is usually controlled within one to one and half years, although we may not be able to achieve that for every manuscript.

Starting from the next issue, professor James J. Jiang will be the new Editor in Chief. Professor Jiang is an outstanding scholar who has taught in the United States and Australia at top schools such as Australia National University and is now a Chair Professor at National Taiwan University. He has been involved in the journal as an Associate Editor and Senior Editor since the beginning. He has extensive editorial experience, including Associate Editor of MIS Quarterly and Senior Editor of Journal of AIS, among other journals. He is the best person to extend our goal to serve scholars in the Pacific Asia Region. I encourage all of you to continue support the journal by submitting your best papers for publication here.

In this issue, we include four papers from United States and India. The first paper by Wang and Carte investigates an interesting issue of how culture affects people's delivering of bad news. It compares Chinese and non-Chinese cultures to see how culture difference may affect the task aspect of task-technology fit and lead to differences in subjective evaluations of fit and ultimately technology utilizations/ preferences.

The second paper by Vijay, Prashar and Gupta applies the expectation-confirmation theory to analyze the intention to provide online reviews by examining reviews from other shoppers. This is different from most previous research along this line, which usually studies how personal or product attributes affect the intention to provide reviews.

The third paper by Dang, Zhang and Chen applies the information systems (IS) success model to investigate the adoption of social media search system. A lab experiment was conducted and they found that information quality and system quality associated with the system could significantly influence both users' intention to use and satisfaction toward it. Furthermore, both of which had significant impacts on users' perceived individual benefit and social benefit.

The fourth paper by Kumar, Israel and Malik targets at the continuous use of mobile banking apps. They develop a research model that encompasses the attributes of Expectation confirmation theory (ECT) and Self-determination theory (SDT) and collect survey data from 744 respondents for evaluating the model. The result indicates that the continuous usage behavior was strongly influenced by the satisfaction, intrinsic and identified regulations, whereas satisfaction was strongly associated with the expectation-confirmation, trust, and quality.

Finally, I would like to thank all authors, editors and reviewers who have contributed toward the growth of PAJAIS. Without their strong support, PAJAIS would not have been success as it is now. I would also strongly encourage you to continue your support of this important AIS journal. The journal is under review by SCOPUS and Web of Science citation databases and I expect the inclusion of published papers in the databases will come pretty soon.

**Ting-Peng Liang**

Editor-in-Chief

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