

Editor's Introduction

Editor's Introduction

Two papers are included in this issue. The paper by Pahnia, Siponen and Zheng extends the Unified Theory of Acceptance and Use of Technology (UTAUT) by adding the construct of habit and evaluates the proposed model in the Chinese online retailing context. The result shows that habit indeed had a significant effect on the actual use of the website. Its effect size and contribution to the explanatory power of the use behavior were quite significant. This is interesting because habit is an understudied common approach for human to overcome the bounded rationality. We expect the paper to trigger more future studies along this line.

The second paper by Tuunanen, et al. proposes a method for recruiting lead users from virtual communities in new service development. Co-creation of value is a core concept in today's new service development. Recruiting lead users effectively, however, is a challenging issue. This article presents a method that can be applied to recruiting them in virtual communities. The result shows that the proposed method is as good as the traditional snowball method in sample recruitment. The findings are useful for practitioners and researchers in new service development.

Ting-Peng Liang

Editor in Chief