We present in this issue, five additional articles that were accepted from the Call for Papers in the Fall of 2000 for a special issue of the *Journal of Business Strategies* on e-commerce and e-marketing strategies. The papers in this special issue collectively focus on e-business strategies for both "brick-and-mortar" and "pure-play" firms to be successful in today's global environment.

The first paper, "Alternative Measures of Performance for e-Companies: A Comparison of Approaches," by Esmeralda Garbi compares and contrasts traditional measures (e.g., accounting and profitability ratios) and e-commerce specific measures (e.g., web presence growth) of performance. Utilizing secondary data from a sample of thirty pure-plays and thirty brick-and-mortar companies within the same industries, the author concludes that multiple indicators are necessary to measure variability and no single measure is a good predictor of future success.

The second paper, "Service Quality Offering Strategies: From Internet Purchasers’ and Information Searchers’ Perspective," by Zhilin Yang and Minjoon Jun focuses on two groups of e-commerce customers: Internet purchasers and information searchers. The author identified six service quality dimensions for Internet purchasers and seven service quality dimensions for Internet purchasers. The reliability/responsiveness dimension was found to be most important for Internet purchasers and the security/trust dimension was found to be most important for information searchers.

The third paper, "Digital Knowledge Network: Linking Communities of Practice with Innovation," by Patrice Braun proposes a conceptual model that suggests that cooperation, collaboration, and connectivity among SMEs is necessary in today’s digital economy. Business models in the future need to include relationship management strategies (e.g., the exchange of knowledge and trust among business partners).

The fourth paper, "A Longitudinal Price Comparison for Music CDs in Electronic and Brick-and-Mortar Markets: Pricing Strategies in Emergent Electronic Commerce," by Zoonky Lee and Sanjay Gosain compare price, price dispersion, and price dynamics of music CDs between pure-plays and brick-and-mortar firms. The authors found that pricing strategies vary across the retail format and that information technology can play an active role in strategy development.

The fifth paper, "E-tailing: An Analysis of Web Impacts on the Retail Market," by Fang Wang, Milena Head and Norm Archer recommends that firms, which develop e-
business strategies, evaluate the Web from two perspectives: as a marketing tool to be integrated into existing business strategies or as a new marketplace that requires new business models and strategies. The authors maintain that making this distinction aids the development, implementation, and evaluation of an effective strategy.

The papers in this special issue recommend strategies that can be used by pure-plays and brick-and-mortar firms, large and small firms, and global and domestic firms. Their focus on strategy is important since strategic planning is key to successfully competing in today's digital environment.

In conclusion, the special issue editors would once again like to thank each of the reviewers (listed on the following page) for their comments and suggestions. Given the importance of this topic, as demonstrated by the large number of submissions we received, we are very grateful to the journal editor, Dr. Jo Ann Duffy, for her willingness to publish a second special issue.

Douglas M. Kline (Ph.D., Kent State University) is an Associate Professor of Management Information Systems at the University of North Carolina, Wilmington, NC. Dr. Kline teaches courses in the areas of Electronic Commerce Implementation and Relational Database Management. He has published over 20 articles at various journals and international proceedings. He has worked as System Architect and Project Manager, constructing a multi-million dollar system with an international IS consulting firm. His current research areas include Artificial Neural Networks, Electronic Commerce, and Intelligent Systems for Text Processing.

Sanjay S. Mehta (Ph.D., University of North Texas) is an Assistant Professor of Marketing at Sam Houston State University, Huntsville, TX. Dr. Mehta is an award winning researcher and educator with 13 years of academic experience. Dr. Mehta has been a guest lecturer at several institutes in Asia, Australia, and N. America. He has presented and/or published over 100 articles in both trade and academic journals, national and international conferences. Dr. Mehta's current research interests include e-commerce, Geographic Information Systems, and Marketing Strategies.

Journal of Business Strategies and the Southwest Academy of Management have formed a strategic alliance effective 2000-2003 with the aim of better serving the JBS subscribers and the Southwest Academy of Management members.

Jo Ann Duffy, Editor, JBS
Stephanie Newport, President, SWAM
Journal of Business Strategies

Special Issue on e-Commerce and e-Marketing Strategies

Ad Hoc Reviewers

Carl Adams, University of Portsmouth
Norm Archer, McMaster University
J. Thomas Arias, University of Coruña
David Bakuli, Westfield State College
Anne Banks Pidduck, University of Waterloo
Reza Barkhi, Virginia Tech
Martin Barnett, Edith Cowan University
Jon Beard, University of Southern Illinois - Edwardsville
Steve Bellman, Univ. of Western Australia
Andrew Bercez, Wifrid Laurier University
Doug Berg, Sam Houston State University
Prasad Bungi, Indiana-Purdue University
Ed Blackburne, Sam Houston State Univ.
Jan Bon, Inform-IT
John Branch, University of Cambridge
Malin Brannback, Turku School of Economics and Business Administration
Juergen Brock, University of St. Gallen
Ann Brown, City University Business School
Janice Burn, Edith Cowan University
Donna Carmichael, IBM Consulting Group
Casey Cegielski, Auburn University
Akhilesh Chandra, North Carolina A&T State University
Kristian Chélarriu, Georgia State University
Shobha Chengalur-Smith, State University of New York
Rosann Collins, Univ. of South Florida
Robert Cosenza, Christopher Brothers Univ.
Stephen Dann, Griffith University
Enrique Dans, Instituto de Empresa
Chrys de Almeida, Sheridan College
S. K. DeVecchio, East Carolina University
Pierre Desmet, University of Paris IX Dauphine and Essex Business School
Prakash Dheeriyal, California State University - Domingo Hills
Laurence Donahue
Wenyu Dou, St. Cloud State University
Marcia Flicker, Fordham University
Charles Foltz, East Carolina University
K. Dale Foster, Memorial University of Newfoundland
Mohamed Ghuloom, University of Bahrain
Janis Gogan, Bentley University
Wille Golden, NUI, Galway
Ron Goldsmith, Florida State University
Sigi Goode, Australian National University
Ake Gronlund, Umeå University
Richard Halapin, Indiana University of Pennsylvania
Susan Harmon, Middle Tennessee State University
Chuck Hermans, New Mexico State Univ.
Mark Hill, Lynchburg College
Charles Hofacker, Florida State Univ.
Kai Jakobs, Technical University of Aachen
Ric Jentzsch, University of Canberra
Timothy Johnston, University of Tennessee at Martin
Stavros Kalafatis, Kingson Business School
Joseph Kavankaung, Sam Houston State University
Timothy Kayworth, Baylor University
Haim Klov, Iona Technologies
Jai-Beom Kim, Myongji University
Tunga Kiyak, Michigan State University
Brad Kleindl, Missouri Southern State College
Douglas Kline, University of North Carolina at Wilmington
Gerald Kobers, Sam Houston State Univ.
Andy Koronios, University of Southern Queensland
Parag Koshal, Indian Institute of Management, Bangalore
Marios Koufaris, City Univ. of New York
Sandeep Krishnamurthy, University of Washington
Jean-Pierre Kuilboer, University of Massachusetts Boston
Michael Lane, University of Southern Queensland
Ulrike Lechner, University of St. Gallen
Zoonky Lee, Univ. of Nebraska - Lincoln
Jungwoon Lee, Univ. of Nevada Las Vegas
Shibo Li, Carnegie Mellon University
Adam Lindgren, MARK-Institut d'Administration et Gestion
Mary Long, Pace University
Xueming Luo, State University of New York, Fredonia
Hank Maddux, Sam Houston State Univ.
Farrokh Mamaghani, St. John Fisher College
Bala Maniam, Sam Houston State Univ.
Donna Maupin, University of Kentucky
Mike McCord, University of Central Florida
Chuck McEwan, Hofstra University
Sanjay Mehta, Sam Houston State University
Nirup Menon, Texas Tech
Mohan Menon, University of South Alabama
Catherine Middledon, York University
Ronald Millman, Western Kentucky Univ.
Hokey Min, University of Louisville
Luval Modwalla, University of Massachusetts Lowell
Susan Mudambi, Temple University
Avinandan Mukherjee, Indian Institute of Management Calcutta
Rudolf Muller, University Maastricht
Albert Muniz, DePaul University
Jamie Murphy, Univ. of Western Australia
Martha Myers, Kennesaw State University
Mike O’Dea, Waikato Polytechnic
Talal Osmanbekov, Georgia State University
Jan Owens, Univ. of Wisconsin - Parkside
Audhesh Paswan, University of North Texas
Keri Pearson, KP Partners
Justin Peart, Florida International Univ.
Richard Platt, University of West Florida
Nava Pliskin, Ben Gurion University of the Negev
Edward Pogossian, Academy of Sciences of Armenia
Madhavarao Raghumohan, Bowling Green State University
Balaji Rajagopalan, Oakland University
Ashok Ranchod, Southampton Business School
Sally Rao, Univ. of Southern Queensland
Mohammed Razaq, National University of Singapore
William Remington, Emporia State University
Catherine Ridings, Lehigh University
Gail Ridley, University of Tasmania
Charlene Riggle, Univ. of South Florida
Mark Rosenbaum, Arizona State Univ.
Jenny Rowley, Edge Hill College of Higher Education
Ralf Schellhase, University of Applied Sciences, Darmstadt
Gary Schneider, University of San Diego
Mareike Schoop, Aachen University of Technology
Kevin Shanahan, New Mexico State Univ.
Wai-sum Siu, Hong Kong Baptist University
Jill Slater, University of Denver
Craig Slyke, University of Central Florida
Vic Sower, Sam Houston State University
Sarah Spencer-Matthews, University of Southern Queensland
Thomas Stöffel, University of St. Gallen
Chuck Stone, Sam Houston State University
Fay Sudweeks, Murdoch University
Vanitha Swaminathan, University of Massachusetts
David Taylor, Sam Houston State University
Efraim Turban, City Univ. of Hong Kong
Jan van Bon, Inform-IT
Craig Van Slyke, Univ. of Central Florida
Jean Walker, Univ. of Houston Clear Lake
Hong Wang, Wright State University
Victor Wayhan, Sam Houston State Univ.
Frank Xie, Georgia State University
Kenneth Yang, National Univ. of Singapore
Hurrem Yılmaz, Univ. of Texas at Dallas
Aimao Zhang, Southern Illinois University at Carbondale