

EDITOR'S PREFACE

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The last decade has been an important period for the maturation of the new enabling technologies of multimedia, hypermedia and high-speed networks. New telecommunication networks and services have been developed allowing organizations to be distributed. Adopting remote activities in the business process is now a competitiveness asset for new organizations. Electronic commerce (EC) is likely to be the most important application in this area and the supply chain management is a key issue for EC.

In this issue, Leonard and Cronan ("Electronic Commerce Success Theory: a Proposed Model for Supply Chain Management Success") introduce a well-defined model for supply chain management success. The model is developed with a framework for EC that distinguishes among product, service and infrastructure "levels." The first level includes the supply chain function, which the authors consider to be of primary importance. The second addresses software and programming-related technologies used to develop EC platforms. The third identifies multimedia and networking technologies supporting EC activities. The proposed model identifies the actors involved in the supply chain for EC and defines the coordination functions that are provided to support these actors. On the basis of these features, the authors detail analysis criteria for the EC supply chain model. Internal coordination as well as inter-organization coordination schemas are considered. Different quality criteria and different impact

areas are covered. An operationalization of the model is developed and allows assessing organizational performance from individual performances of the different chain members.

This paper is, in my opinion, of interest to both academic researchers and industrial leaders and engineers. It provides a good review of the state of the art for the supply chain management studies and a rather complete survey of a number of theories in the EC domain. The paper also identifies and provides detailed analysis of a wide range of success factors for the supply chain management in EC. The presented results allow us to benefit from both the existing studies and the proposed study and to further the success in prospective development for EC platforms. I encourage reading this paper especially for those who are planning development or research activities in the EC domain.