



# *JITTA*

## **JOURNAL OF INFORMATION TECHNOLOGY THEORY AND APPLICATION**

ISSN: 1532-3416

### **Editorial**

**Carol Hsu**

Department of Management Science and Engineering  
Tongji University  
carolhsu@tongji.edu.cn

## 1 Editorial

In this issue, we publish three manuscripts. The first paper, “Stuck in the Past? The Moderation Effect of Personal Nostalgia on the Attitude Behavior Relationship in IS Adoption Contexts” by Friedrich Born and Julia Kroenung, develops a research model to investigate the role of nostalgia, which is related to personal memories, on users’ choice between two competing technologies (i.e., vinyl records and music streaming) in the post-adoption phase. The empirical results reveal the positive impact of nostalgia on influencing individuals’ technology behaviors (for a relatively novel technology in particular).

The second paper, “Structuring Digital Transformation-A Framework of Action Fields and its Application at ZEISS” by Henner Gimpel, Sabiölla Hosseini, Rocco Xaver Richard Huber, Laura Probst, Maximilian Röglinger, and Ulrich Faisst, focuses on the issue of digital transformation and proposes a framework of six fields (customer, value proposition, operations, data, organization, and transformation management) that facilitate organizations in structuring the digital transformation initiatives. The authors also conducted an empirical case to demonstrate the implementation of the proposed framework. The findings offer valuable insights for CIOs and CDO about the process of managing digitalization initiatives.

The third paper, “Lean Management in IT Organizations: A Ranking-type Delphi Study of Implementation Success Factors” by Jörn Kobus, Markus Westner, Susanne Strahringer, and Diane Strode, examines the success factors that might be relevant in helping managers increase the change of a successful lean management in IT organizations. Through using Delphi method, the authors identified and ranked 12 distinct critical successful factors and found leadership involvement, change culture and work ethic, employee involvement, and performance management as the most important factors. The study’s results offer a holistic approach to practitioners on which factors require the greatest attention for lean management in IT organizations.

Copyright © 2018 by the Association for Information Systems. Permission to make digital or hard copies of all or part of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage and that copies bear this notice and full citation on the first page. Copyright for components of this work owned by others than the Association for Information Systems must be honored. Abstracting with credit is permitted. To copy otherwise, to republish, to post on servers, or to redistribute to lists requires prior specific permission and/or fee. Request permission to publish from: AIS Administrative Office, P.O. Box 2712 Atlanta, GA, 30301-2712 Attn: Reprints or via e-mail from [publications@aisnet.org](mailto:publications@aisnet.org).

# JITTA

## JOURNAL OF INFORMATION TECHNOLOGY THEORY AND APPLICATION

### Editors-in-Chief

**Jan vom Brocke**

University of Liechtenstein

**Carol Hsu**

National Taiwan University

**Monica Chiarini Tremblay**

Florida International University

### Executive Editor

**Sandra Beyer**

University of Liechtenstein

<b>Governing Board</b>			
<b>Virpi Tuunainen</b> <i>AIS VP for Publications</i>	Aalto University	<b>Lars Mathiassen</b>	Georgia State University
<b>Ken Peffers</b> , <i>Founding Editor, Emeritus EIC</i>	University of Nevada Las Vegas	<b>Douglas Vogel</b>	City University of Hong Kong
<b>Rajiv Kishore</b> , <i>Emeritus Editor-in-Chief</i>	State University of New York, Buffalo		
<b>Senior Advisory Board</b>			
<b>Tung Bui</b>	University of Hawaii	<b>Gurpreet Dhillon</b>	Virginia Commonwealth Univ
<b>Brian L. Dos Santos</b>	University of Louisville	<b>Sirkka Jarvenpaa</b>	University of Texas at Austin
<b>Robert Kauffman</b>	Singapore Management Univ.	<b>Julie Kendall</b>	Rutgers University
<b>Ken Kendall</b>	Rutgers University	<b>Ting-Peng Liang</b>	Nat Sun Yat-sen Univ, Kaohsiung
<b>Ephraim McLean</b>	Georgia State University	<b>Edward A. Stohr</b>	Stevens Institute of Technology
<b>J. Christopher Westland</b>	HKUST		
<b>Senior Editors</b>			
<b>Roman Beck</b>	IT University of Copenhagen	<b>Jerry Chang</b>	University of Nevada Las Vegas
<b>Kevin Crowston</b>	Syracuse University	<b>TAN Chuan Hoo</b>	City University Hong Kong
<b>Karlheinz Kautz</b>	Copenhagen Business School	<b>Yong Jin Kim</b>	State Univ. of New York, Binghamton
<b>Peter Axel Nielsen</b>	Aalborg University	<b>Balaji Rajagopalan</b>	Oakland University
<b>Sudha Ram</b>	University of Arizona	<b>Jan Recker</b>	Queensland Univ of Technology
<b>René Riedl</b>	University of Linz	<b>Nancy Russo</b>	Northern Illinois University
<b>Timo Saarinen</b>	Aalto University	<b>Jason Thatcher</b>	Clemson University
<b>John Venable</b>	Curtin University		
<b>Editorial Review Board</b>			
<b>Murugan Anandarajan</b>	Drexel University	<b>F.K. Andoh-Baidoo</b>	University of Texas Pan American
<b>Patrick Chau</b>	The University of Hong Kong	<b>Brian John Corbitt</b>	Deakin University
<b>Khalil Drira</b>	LAAS-CNRS, Toulouse	<b>Lee A. Freeman</b>	The Univ. of Michigan Dearborn
<b>Peter Green</b>	University of Queensland	<b>Chang-tseh Hsieh</b>	University of Southern Mississippi
<b>Peter Kueng</b>	Credit Suisse, Zurich	<b>Glenn Lowry</b>	United Arab Emirates University
<b>David Yuh Foong Law</b>	National Univ of Singapore	<b>Nirup M. Menon</b>	University of Texas at Dallas
<b>Vijay Mookerjee</b>	University of Texas at Dallas	<b>David Paper</b>	Utah State University
<b>Georg Peters</b>	Munich Univ of Appl. Sci.	<b>Mahesh S. Raisinghan</b>	University of Dallas
<b>Rahul Singh</b>	U. of N. Carolina, Greensboro	<b>Jeffrey M. Stanton</b>	Syracuse University
<b>Issa Traore</b>	University of Victoria, BC	<b>Ramesh Venkataraman</b>	Indiana University
<b>Jonathan D. Wareham</b>	Georgia State University		

JITTA is a Publication of the Association for Information Systems  
ISSN: 1532-3416

