Editor’s Introduction to Volume 2, Issue 1 of Expert Journal of Business and Management

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The first issue of the second volume of Expert Journal of Business and Management encompasses various interesting articles that explore business and management issues in terms of the exploring the influencing factors of adopting and planning to use a new technology for e-filling systems for annual tax in Indonesia, examining prospects of increasing the bottom line for Amazon, and studying different consumer behavior dimensions for Romanian tourists and providing new insights for segmentation. Thus, the topics and research methods presented in this issue make meaningful contributions to business knowledge and offer a wide range of perspectives from different countries. Further, I present a short description of each article that is published in Expert Journal of Business and Management, vol. 2, issue 1.

Hastuti, Suryaningrum, Susilowati, and Muchtolifah (2014) developed an interesting paper (Implementation of Decomposed Theory of Planned Behavior on the Adoption of E-Filling Systems Taxation Policy in Indonesia) regarding the influencing factors and implementation of e-filling systems for annual tax in Indonesia. Decomposed theory of planned behavior is thoroughly used to explore this theory’s factors in relation to the behavioral intention in using SPT e-filling systems and to assess the predictive power of user behavioral intention in using these systems. To examine this main research problems, the authors use a structural equation model (SEM) and the results showed that e-filling user’s attitude, subjective norms, and perceived behavior control have an influence on the Indonesian citizens’ intention to use e-filling systems to report their annual tax income. The main conclusion of the study is that the government needs to educate its citizens on the importance of e-filling systems because these systems have many advantages in terms of effectiveness and improved efficiency, optimized and quick services.

Dennis and Nonnenmann (2014) in their article Amazon: Is Profitability a Possibility? examine how this ground-breaking company adopts a strategy that focuses on growth, but not so much on profits. Even though companies worldwide have a committed philosophy toward profits at all costs, Amazon grows at a quick pace, while their profits are remaining steady at a very low level. Nonetheless, this company continues to increase their business and their investors. In this business framework, the authors ask if profitability is a possibility for Amazon under these conditions. Dennis and Nonnenmann (2014) believe that a marginal increase in price could accomplish just that, with a minimal impact to consumers. Thus, their paper explores a forecast that illustrates price increases of 1% to 5% for the years 2013 through 2015.

Vinerean’s (2014) article on Market Segmentation in the Decision Making Process in Tourism considers the many patterns and habits of consumption during the acquisition process of tourists and the importance of market segmentation and more specifically a hybrid segmentation in tourism. The author conducted a selective direct research on 154 persons from Romania aimed at a segmentation of consumers

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who purchase tourism services based on specific dimensions of behavior, namely the determinants, factors, preferences, and habits that influence the decision making process of an acquisition with hedonic and utilitarian dimensions. This research explores these aspects using exploratory factor analysis and cluster analysis of the respondents. The results of the article present 16 new variables resulted that formed three distinctive clusters of tourists. These discoveries can help tourism companies enhance the effectiveness and efficiency of marketing activities, companies have to understand how consumers make their decisions to buy different products.

In *Alignment Effectiveness for Value Creation with Information Systems*, Mitambo (2014) reinforces the importance of using information systems for businesses that focus value creation with long term benefits. The author reviews business strategy and value creation and explores the premises of using information systems to create, maintain, and develop opportunities in a successful business environment. Mitambo’s (2014) research showcases an investigation on value creation using information systems in the form of an exploratory content analysis from various industry cases.

**References**


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