

---

### Editorial

---

We are delighted to present three very interesting and diverse papers in Volume 4, issue 2 of the Journal of Information Science and Technology.

The first paper, "Extending Models of Flow and E-Loyalty" is authored by Joe Ilsever from Douglas College, Dianne Cyr and Michael Parent from Simon Fraser University. The authors examine the concept of Flow and its impact on the loyalty of customers deeply involved in electronic commerce activity with online merchants. In their paper, they integrate existing approaches to consider the impact of both cognition and design on flow and online loyalty. They develop a five-factor model that defines the antecedents of flow and loyalty. Cognitive-based elements of the model are User Concentration and User Satisfaction, while design-based elements include Internet System Quality, Design Quality, and Content Visibility. The paper develops six hypotheses to guide researchers in testing and validating this model. The paper provides guidance to design for flow and customer loyalty by incorporating user cognition and design issues in developing the online experience.

The second paper, "Tacit Knowledge Transfer: Making It Happen" is by Heather Smith, James McKeen and Satyendra Singh from Queens University, Kingston. This paper recognizes the importance of tacit knowledge transfer for organizations and attempts to further our understanding of successful tacit knowledge transfer. The authors examine several dimensions of tacit knowledge transfer in organizations and suggest a typology to categorize different forms of tacit knowledge. Using information collected from a focus group of senior knowledge managers from companies in Canada and the United States, this paper combines their ideas and experiences with academic research on tacit knowledge transfer to create an overview of the central issues and practices. The authors point out that effective transfer requires understanding of the value proposition and addressing contextual factors that can inhibit or promote learning. Technology must be used carefully since it does not have the ability to replace interpersonal interaction.

The paper "Techniques for Organizing and Presenting Search Results: A Survey" by S Venkatsubramanian and Jose Perez-Carballo, examines users' cognitive burden from the overwhelming volume of Internet search results. The exponential growth of information available on the Internet

places significant cognitive burden on users. The imprecise nature of user queries leads to search engines returning overwhelming results. Techniques to address information overload involve organizing and presenting search results to help users find results of interest. This paper presents a classification methodology based on the structure and use of the document corpus metadata inside a search engine. The classification methodology is used to explain classification and clustering techniques used to organize search engine results, and techniques such as lists and categories used to display organized results in the user interface. The paper addresses the effectiveness of these techniques in satisfying users' information needs from available empirical evidence and relates the evaluation to the classification methodology.

These papers present diverse and interesting perspectives on information, science, technology and management.

**Rahul Singh and Gurpreet Dhillon**  
**Editors**  
**Journal of Information Science and Technology**