

EDITORIAL – From the Associate Editor

From my fellow associate editors and reviewers, it is my pleasure to present the 12th issue of the iCHANNEL. Congratulations to our writers! To mirror the words of Associate Editor, Marta Stelmaszak, to submit to the journal is a worthy accomplishment and challenge for all who are dedicated to the process. To our readers, thank you for taking the time! We hope that in the next edition, we will be celebrating your work. As a note, we do not impose copyright on articles written so if you wish to develop your article further for other publications that is welcomed rather than discouraged (though a small acknowledgment would be appreciated).

In this edition of the journal,

Simon Draxinger uses Facebook Messenger as a case study to argue that chatbots are the potential outcome(s) of digital platforms' architectural principles. To strengthen this argument, the paper focuses on the theory of Layered Modular Architecture as proposed Yoo et al. (2010).

Yunjing Joyce Li assesses "Emergency." This innovative in-vehicle emergency response solution for the upcoming era of fully autonomous vehicles is studied as the example of an intelligent "personal assistant" system. In looking at this innovative emergency response solution, design analysis demonstrated that the interplay between human and digital agents will be determined not by machines but by the choices made by individuals, organizations and societies.

Curtis Goldsby examines a closed free-floating car sharing platform, DriveNow. In his analysis, the author determines that the platform struggles to capitalize on multi-sided network effects. Through analysis, the paper determines that closed platform born through traditional ventures, despite growth bottlenecks, also has the potential to disrupt industries.

Marina Alvarez studies how Vendor Relationship Management (VRM) systems, as tools for marketing and consumption practices, can affect aspects of consumer empowerment. Through recognizing the effects of discourses of knowledge, the paper uses the concepts of "choice" and "power" on narratives of information inequities and disciplining to establish a basis for understanding consumer empowerment through VRM systems for marketing and consumption practices.

As an MSc student myself, I know I am not the only one that found this year to be both intellectually stimulating and challenging. It would be amiss of me not to acknowledge the process the writers have gone through to present their ideas and give us the pleasure of reading them. The iterative process of the journal hoped to continue pushing the writers to think beyond established—and their own—frameworks to develop pieces that truly matter to them. The topics found in this journal represent the various interests of the writers and draws our reviewers to refine their ideas. Special thanks to all the reviewers, associate editors Joyce Li and Marta Stelmaszak, and our faculty advisor, Will Venters. The journal is an indispensable space and one we all enjoyed working on.

Mame Frimpong

Associate Editor