

EDITORIAL- Living in the Networked Times

If there is one thing that the papers in the fifth volume of iCHANNEL collectively testify to, it is that we live in networked times. For sure, social life has always been a networked experience; yet, as new Information and Communication Technologies (ICT) continue to weave into social relations, the possibilities for expanding relationships across networks are amplified in an ever-increasing rate. Networked people, networked organizations, networked technologies and perhaps networked challenges. The collection of papers in this issue attempt, from different perspectives and approaches, to shed light on some of the new challenges of networked times.

The first paper, **Managing Knowledge or Knowing in Practice? - A Critical Review of Perspectives on Knowledge Management** by Alexandre Koloskov, however, doesn't start with addressing such challenges. Rather, it begins with the debates over management of organizational knowledge. Reviewing two alternative perspectives on the matter from the literature, the author highlights the ways in which these two perspectives complement each other. Koloskov concludes by reminding us of the opportunities that new technologies provide for developing knowledge management practices that draw on both views.

Shared knowledge and experience across networks of social relations is a given for the second paper which is a review of Open Source Software (OSS) literature. In **Mainstreaming of Open Source Software and its Research Impact**, Jonathan Landau reviews the two mainstream perspectives on OSS: the technical and the organizational. Pointing to the relative strengths and weaknesses of both views, the paper highlights that they both have largely ignored broader social implications of OSS.

In the third paper, titled **Privacy Issues with Cloud Applications**, Vikas Ranganathan draws attention to the emerging arrangements and practices of cloud computing and their implications for users' privacy. Drawing on privacy issues raised by social networking websites like Facebook, the paper demonstrates the technological and legal complexities which have to be addressed, if the full potential of cloud applications is to be realized. On the other hand, if these complexities are not adequately addressed, most of the users of such applications will be adversely affected by their limited understanding about the way their personal data is going to be used.

Addressing even more practical concerns, **Churn Management in Telecommunications - Challenging the innovative Capability of Data Mining Tools** by Artur Khalatyan challenges one of the most established practices of marketing in telecommunications industry, namely use of data mining for identifying churn-prone customer groups. Insisting on the importance of understanding customers' reasons for churning, the paper argues that data mining tools are insensitive to contextual factors that often shape these reasons. The paper then proceeds to provide an alternative framework for organizing and conducting churn management in the telecommunications industry.

In **A Conceptual Framework of B2C Website Loyalty**, Xiaowei Jin provides a conceptual framework for understanding and empirical investigation of customer loyalty in the online environment. Starting from the differences between the traditional loyalty and loyalty in the online B2C environment, the paper reviews the existing e-loyalty literature. Then, the paper draws on the Technology Acceptance Model to integrate some of the factors identified in the literature under a new, empirically verifiable model.

The final paper in this volume, **Blood, Gold or Marriage – What gets you going? - A Study of Personality Traits and in-game Behavior** by Daniel Winther, investigates the relationship between personality traits and motivations for playing Massively Multiplayer Online Role-Playing Games (MMORPGs). Building on Yee's pioneering work on gaming motivations, this paper attempts to clarify the relationship between personality traits and gaming motivations. The evidence provided in the paper show significant correlations between particular personality traits and motivations suggesting that what we look for in these environments is partially explained by our personality.

Thus, papers included in this volume range from literature reviews and practice oriented papers, to research framework and full research paper. Beyond the IS literature, they draw on management, legal, sociological and psychological theories and concepts to frame the challenges ahead in the new networked environment. As such, contributions in this volume are small steps towards ensuring that we are well-equipped for living in the networked times.

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