

Editor-in-Chief's Message

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Volume 16, Number 1 of IJMTP published five research articles in the areas of organizational strategy, supply chain management, marketing, business ethics, and quality management. The first article, authored by Faiza Khoja, Jeffery Adams, Steven Coy, and Ralph Kauffman, proposed and tested a hypothesized model that identifies relational variables and supporting justifications to explain the dynamics of power imbalance in buyer-supplier relationships. The second article, authored by Paul L. Sauer and Paul Chao, studied the extent of the post-financial-collapse shifts occurred in both personal ethical beliefs and observations of unethical behavior in the workplace.

The third article, authored by Clement Chow, examined the relationship between customer satisfaction and the financial performance of Chinese airlines. The results show that customer satisfaction, which is measure by customer complaints, has a negative and significant effect on all the three measures of financial performance. The fourth article, authored by Shui-Shun Lin, Jenteng Tsai, Chyuan Perng, and Yu-Hsin Tuani, investigated the two-dimensional quality element attributes of services in green tourism products. They also examined the differences of demographic variables on the quality attributes of services in green tourism products. The fifth article, authored by Hsin-Min Hung, proposed three different strategies for small, medium, and large organizations. The author analyzed the secondary data from Taiwan's ICT firms to show that managers should use difference strategies when their companies grow.

I am indebted to all the reviewers who have spent a tremendous amount of their time in helping complete the rigid double-blind review and ensuring the quality of the journal. I would like to thank all the authors who submitted their manuscripts to the journal for consideration for publication. On behalf of the editorial office, I welcome and encourage your continuous contribution to the journal – as authors, reviewers, or readers. I am also indebted to all the associate editors. Especially, I would like to thank Dr. Huei Lee, acting as Managing Editor, for assisting me in the final publication stage. Furthermore, my sincere appreciation goes to President Dr. Hsiang-Jui Kung, President-Elect Dr. Jianyu Ma, and ACME for their strong support for the journal. Finally, I would like to express my special thanks to active members, officers, and board of directors of ACME for their encouragement and support for the journal.

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