

## TABLE OF CONTENTS

EDITOR'S COMMENTS .....	iii
-------------------------	-----

### ISSUES AND OPINIONS

<i>Research Standards for Promotion and Tenure in Information Systems</i> Alan R. Dennis, Joseph S. Valacich, Mark A. Fuller, and Christoph Schneider .....	1
--	---

### RESEARCH NOTE

<i>The Personalization Privacy Paradox: An Empirical Evaluation of Information Transparency and the Willingness to be Profiled Online for Personalization</i> Naveen Farag Awad and M. S. Krishnan .....	13
---	----

### RESEARCH ARTICLES

<i>The Role of Cognitive Fit in the Relationship Between Software Comprehension and Modification</i> Teresa M. Shaft and Iris Vessey .....	29
<i>Performance Effects of Information Technology Synergies in Multibusiness Firms</i> Hüseyin Tanriverdi .....	57
<i>The Differential Use and Effect of Knowledge-Based System Explanations in Novice and Expert Judgment Decisions</i> Vicky Arnold, Nicole Clark, Philip A. Collier, Stewart A. Leech, and Steve G. Sutton .....	79
<i>Unraveling the Temporal Fabric of Knowledge Conversion: A Model of Media Selection and Use</i> Anne P. Massey and Mitzi M. Montoya-Weiss .....	99
<i>Understanding and Predicting Electronic Commerce Adoption: An Extension of the Theory of Planned Behavior</i> Paul A. Pavlou and Mendel Fygenson .....	115
<i>Incorporating Software Agents into Supply Chains: Experimental Investigation with a Procurement Task</i> Mark E. Nissen and Kishore Sengupta .....	145
<i>Ethical Decision Making in Software Piracy: Initial Development and a Test of a Four-Component Model</i> Trevor T. Moores and Jerry Cha-Jan Chang .....	167
<i>Web and Wireless Site Usability: Understanding Differences and Modeling Use</i> Viswanath Venkatesh and V. Ramesh .....	181

Copyright © 2006 by the Management Information Systems Research Center (MISRC) of the University of Minnesota. Permission to make digital or hard copies of part or all of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage and that copies bear this notice and full citation on the first page. Copyright for components of this work owned by others than the MISRC must be honored. Abstracting with credit is permitted. To copy otherwise, to post on servers, or to redistribute to lists requires prior specific permission and possibly a fee. Request permission to publish from: MIS Quarterly, Carlson School of Management, University of Minnesota, 321 19th Ave. So., Minneapolis, MN 55455 U.S.A. ISSN: 0276-7783.

# INFORMATION ABOUT THE *MIS QUARTERLY*

## Objective

The *MIS Quarterly* publishes high-quality research about the development of information technology-based services, the management of information technology resources, and the economics and use of information technology with managerial and organizational implications. Refer to our web site ([www.misq.org](http://www.misq.org)) for the full and most-recent statement of our editorial policy. The *MIS Quarterly* is abstracted. Copies of articles are also made available through EBSCO Publishing.

## Founding and Sponsors

The *MIS Quarterly* was begun in 1977 through the joint efforts of the Management Information Systems Research Center (MISRC) of the University of Minnesota and the Society for Information Management (SIM). Founded in 1968, SIM is an international organization for information executives. Its members include chief information officers, vice presidents of information services organizations, key staff members from leading U.S. and international corporations and government agencies, educators, researchers, and systems executives at institutions of higher learning. In 2002, SIM transferred its ownership in the *MIS Quarterly*, including copyrights, to the MISRC. The *MIS Quarterly* acknowledges and appreciates the critical role of SIM in founding and encouraging the growth of the journal. The *MIS Quarterly* is included in some SIM membership categories; it is an option in other categories. Applications for SIM membership must be addressed to the Society for Information Management, 401 North Michigan Avenue, Chicago, IL 60611-4267. Address changes and claims for journal subscriptions obtained through **SIM membership** should be sent to the SIM address.

Since its formation, the Association for Information Systems (AIS) has been a subscription sponsor of the *MIS Quarterly*. AIS is the global professional society for information systems academics. It was founded in 1995 and has more than 4,000 members in 40 countries. It sponsors the International Conference on Information Systems (ICIS), the leading international conference for information systems research. AIS also sponsors ISWorld, a major Web-based resource for information systems scholars. To ensure that AIS is truly global, its leadership rotates through three world regions: the Americas, Europe-Mid-East-Africa, and Asia-Pacific. In 2002, the *MIS Quarterly* entered into an alliance with AIS to provide AIS members with password-enabled electronic access to both current and past issues of the *MIS Quarterly*. As part of this alliance, AIS is represented on the MISQ Policy Council. The Council provides policy direction and oversight to the journal. AIS members may also subscribe to print versions of the *MIS Quarterly* at a reduced rate as a benefit of membership. Membership applications and information concerning AIS may be obtained from: AIS, P.O. Box 2712, Atlanta, GA 30301-2712, U.S.A.; Phone: +1-404-463-9590; Fax: +1-404-651-4938; E-mail: [Membership@isnet.org](mailto:Membership@isnet.org); Web: <http://aisnet.org/>. Address changes and claims for those who receive *MIS Quarterly* through AIS should be sent to the *MIS Quarterly* at [misq@csom.umn.edu](mailto:misq@csom.umn.edu).

## Subscribing to the *MIS Quarterly*

Subscription rates for 2006 are: U.S. individual, \$85.00; U.S. library/institution, \$150.00; U.S. student, \$75.00 (student status applies for three years); outside the U.S., individual \$95.00; library/institution, \$175.00; student \$85.00 (includes air shipment). Payment must be made in U.S. dollars drawn on a U.S. account by check, by U.S. postal money order, or by MasterCard, VISA, or Discover Card. Back issues are available in hard copies. Individual articles are available in hard copy or pdf format.

Subscription and back-issue orders, address changes, and claims for **regular subscribers**, as well as requests for reprint permission should be addressed to the editorial offices: MIS Quarterly, Carlson School of Management, University of Minnesota, 321 19th Avenue South, Minneapolis, MN 55455 U.S.A. (Telephone: +1-612-624-2035; fax: +1-612-626-5185; e-mail: [misq@csom.umn.edu](mailto:misq@csom.umn.edu); URL: <http://www.misq.org>).

## Submitting a Manuscript

*MIS Quarterly* is a peer-reviewed journal that uses a double-blind review process. Please note that a manuscript should be submitted as a word-processing file (Word or WordPerfect) attached to an e-mail. For detailed information on how to submit a manuscript for possible publication, visit the *MIS Quarterly* web site ([www.misq.org](http://www.misq.org)).