

## TABLE OF CONTENTS

<b>EDITOR'S COMMENTS: A CRITICAL LOOK AT THE USE OF PLS-SEM IN MIS QUARTERLY</b> .....	iii
<b>RESEARCH ESSAY</b>	
<i>The Ends of Information Systems Research: A Pragmatic Framework</i> Panos Constantinides, Mike W. Chiasson, and Lucas D. Introna .....	1
<b>RESEARCH ARTICLES</b>	
<i>Shackled to the Status Quo: The Inhibiting Effects of Incumbent System Habit, Switching Costs, and Inertia on New System Acceptance</i> Greta L. Polites and Elena Karahanna .....	21
<i>Are Markets for Vulnerabilities Effective?</i> Sam Ransbotham, Sabyaschi Mitra, and Jon Ramsey .....	43
<i>Recommendation Networks and the Long Tail of Electronic Commerce</i> Gal Oestreicher-Singer and Arun Sundararajan .....	65
<i>The Impact of Analyst-Induced Misinformation on the Requirements Elicitation Process</i> Radha Appan and Glenn J. Browne .....	85
<i>Human Capital Development for Programmers Using Open Source Software</i> Amit Mehra and Vijay Mookerjee .....	107
<b>RESEARCH NOTES</b>	
<i>Revisiting Bias Due to Construct Misspecification: Different Results from Considering Coefficients in Standardized Form</i> Miguel I. Aguirre-Urreta and George M. Marakas .....	123
<i>The Negative Consequences of Measurement Model Misspecification: A Response to Aguirre-Urreta and Marakas</i> Cheryl Burke Jarvis, Scott B. MacKenzie, and Philip M. Podsakoff .....	139
<i>The Critical Importance of Construct Measurement Specification: A Response to Aguirre-Urreta and Marakas</i> Stacie Petter, Arun Rai, and Detmar Straub .....	147
<i>Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology</i> Viswanath Venkatesh, James Y. L. Thong, and Xin Xu .....	157
<i>The Consequences of Information Technology Control Weaknesses on Management Information Systems: The Case of Sarbanes-Oxley Internal Control Reports</i> Chan Li, Gary F. Peters, Vernon J. Richardson, and Marcia Weidenmier Watson .....	179
<i>Information Technology and Firm Profitability: Mechanisms and Empirical Evidence</i> Sunil Mithas, Ali Tafti, Indranil Bardhan, and Jie Mein Goh .....	205
<b>SPECIAL ISSUE: COCREATING IT VALUE: NEW CAPABILITIES AND METRICS FOR MULTIFIRM ENVIRONMENTS</b>	
<i>Cocreating IT Value: New Capabilities and Metrics for Multifirm Environments</i> Varun Grover and Rajiv Kohli .....	225
<i>Interfirm IT Capability Profiles and Communications for Cocreating Relational Value: Evidence from the Logistics Industry</i> Arun Rai, Paul A. Pavlou, Ghiyoung Im, and Steve Du .....	233
<i>Cocreation of Value in a Platform Ecosystem: The Case of Enterprise Software</i> Marco Ceccagnoli, Chris Forman, Peng Huang, and D. J. Wu .....	263
<i>Value Cocreation and Wealth Spillover in Open Innovation Alliances</i> Kunsoo Han, Wonseok Oh, Kun Shin Im, Ray M. Chang, Hyelim Oh, and Alain Pinsonneault .....	291
<i>Exploring Value Cocreation in Relationships Between an ERP Vendor and its Partners: A Revelatory Case Study</i> Suprateek Sarker, Saonee Sarker, Arvin Sahaym, and Niels Bjørn-Andersen .....	317

Copyright © 2012 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. (misq@umn.edu). ISSN: 0276-7783 (Print), 2162-9730 (Online).

# 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: +1.404.413.7445; Fax: +1.404.413.7443; E-mail: [Membership@aisnet.org](mailto:Membership@aisnet.org); Web: <http://aisnet.org/>. Address changes and claims for AIS member subscribers should be sent to the *MIS Quarterly* at [misq@umn.edu](mailto:misq@umn.edu).

## Subscribing to the *MIS Quarterly*

Subscription rates 2012 are U.S. individual, \$125.00; U.S. library/institution, \$275.00; U.S. student, \$115.00 (student status applicable for three years; proof required); outside the U.S., individual \$150.00; library/institution, \$350.00; student \$140.00 (student status applicable for three years; proof required) (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, Diner's Club, Discover Card, and American Express. Back issues and individual articles are available in hard copy or pdf format. Online access is available. (Individual access is \$100.00 per year; library access is \$1,000.00 per year. Access is to all content on a one-year basis. ISSN: 2162-9730.) For additional information, contact us at [misq@umn.edu](mailto:misq@umn.edu).

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@umn.edu](mailto:misq@umn.edu); URL: <http://www.misq.org>).

## Submitting a Manuscript

*MIS Quarterly* is a peer-reviewed journal that uses a double-blind review process. Manuscripts should be submitted through the *MIS Quarterly* Scholar One Manuscripts site at <http://mc.manuscriptcentral.com/misq>. For detailed information on how to submit a manuscript for possible publication, visit the *MIS Quarterly* web site (<http://www.misq.org>).