

From the Editor

Welcome to the Fall edition of the *Journal of Behavioral and Applied Management*. I thank all of the participants who have contributed to this issue—authors, potential authors, reviewers, and past Editors of JBAM. And especially a tremendous “thank you” to my Associate Editor Len White for his technical expertise and efforts in putting together our final product. Len is constantly enhancing our systems and his work is greatly appreciated. If you have not become a part of JBAM in some capacity, we encourage you to do so.

We begin this issue with an empirical study by John C. Hafer and Thomas N. Martin entitled, “Job Involvement or Affective Commitment: A Sensitivity Analysis Study of Apathetic Employee Mobility.” Using Blau and Boal’s model, they conclude that managers should focus on strengthening affective commitment rather than job involvement to produce beneficial changes in employee behavior.

Continuing the focus on employees, Michelle D. Jones examines the question “Which is a Better Predictor of Job Performance: Job Satisfaction or Life Satisfaction?” An empirical investigation of employees and their supervisors, she finds that the addition of life satisfaction as a variable in the analysis seems to increase our ability to predict in- and extra-role job performance.

Our third article, by George Gresham, John Hafer, and Edward Markowski is “Inter-functional Market Orientation Between Marketing Departments and Technical Departments in the Management of the New Product Development Process.” While marketing suggests that firms that first determine and then satisfy customer needs should realize superior performance, the authors here found that inter-functional market orientation, between marketing and technology groups, is directly related to new product *program* success.

Earnest Friday, Shawnta S. Friday-Stroud, Anna L. Green, and Aretha Y. Hill tackle a teaching issue in “A Multi-Semester Comparison of Student Performance between Multiple Traditional and Online Sections of Two Management Courses.” This careful quantitative study found no significance difference between the two methods although females out performed males in both instances.

Finally, we offer you a teaching case titled “Unplugging Diana’s E-Newsletter at Island Associates.” Joseph Trainor, Barry Armandi, and Herbert Sherman present a scenario dealing with the impact of an email newsletter on an organization when the distribution is significantly increased. The lessons apply beyond just email newsletters, however.

As always, we hope you enjoy this issue and encourage you to become more involved with JBAM.

David D. Van Fleet, Editor