

From the Editor

Since its inception, *JBAM* has been noted for its unique, insightful, and rigorously reviewed articles of interest to management scholars and practitioners alike. I trust that you find this tradition of excellence and relevance continued in this issue.

The first article by Peter Lorenzi and Jason Zhang of Loyola University Maryland and Roberto Friedmann of the University of Georgia is tantalizingly entitled “Looking for sin in all the wrong places: An empirical investigation of the affluenza construct.” In a climate where governmental agencies at all levels are vigorously looking for new sources of income, this research investigates antisocial behavior—an addiction to consumption—as a possible justification for implementation of sin taxes.

Eric Kirby, Susan Kirby, James Bell, and Curt Schafer of Texas State University revisit and expand on an earlier publication in *JBAM* with their article “Exploring the factors affecting the use of kiasu tactics.” For those readers not familiar with the term, kiasuism is used in Asian societies to identify excessive competitiveness and an obsession for getting the most out of every transaction. In this study, the authors propose and test a model predicting the use of kiasu tactics.

In “An empirical study of instant messaging (IM) behavior using theory of reasoned action,” Alan Peslak of the Pennsylvania State University, Wendy Ceccucci of Quinnipiac University, and Patricia Sendall of Merrimack College investigate the phenomenon of instant messaging so embraced by young people today but generally avoided in business and industry. The authors used Ajzen and Fishbein’s model known as the theory of reasoned action to study the usage of instant messaging. Their results hopefully will aid in predicting and understanding this growing phenomenon..

Ever experienced standing by an airline luggage carousel only to never see your luggage come around, being stranded on the tarmac for hours with the seat belt light never turned off, or showing up early at the airport only to have your flight cancelled for unspecified reasons? Ever wonder about what happened to customer service in the airline industry? Robert Buchanan and Suzanne Clinton of the University of Central Oklahoma present “Customer Service in the United States.” The case uses authentic customer service letters as a springboard for a broader discussion of the current condition of customer service in the airline industry.

I do hope you enjoy this issue of JBAM, and I would, once again, encourage you to share with me any reflections or response you might have in regard to the articles in this issue. As the editor of JBAM, I am very appreciative of feedback that lets me know how JBAM readers evaluate what appears in the journal.

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