From the JIBC Publisher

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Deriving Value Proposition for Incremental Innovation Projects

A proper Value Proposition is among the most important conditions of success for every Internet banking and commerce venture. A common error in deriving Value Proposition is defining it in the terms of product offering. A proper Value Proposition statement for Internet banking and commerce innovation projects should consist of three essential elements – principal benefits; differentiation from the leading competitors and ways and means of achieving global dominance.

Profitable implementation of Value Proposition should follow a structured 3 stage process to:

- Establish direction of the organization and its strategies;
- Define measures of success;
- Crystallize, deploy and track strategy implementation.

To obtain useful results, it is critical that the Value Proposition is not defined as a sterile corporate statement but has been personalized for every executive and key professional that is implementing agile Internet banking and commerce innovation projects.

Value Proposition – Principal Benefits

1. Ensuring strategic, consistent and quantifiable improvement results – especially at the time of radical change and risky alternatives characteristic of the Internet business paradigm
2. Quantifying ROI and improvements, both targeted and achieved over defined time periods
3. For senior executives – ensuring that your own team is fully accountable to you in achieving strategic corporate goals
4. Creating unique working environment of incremental and ongoing innovation – through continuous and measurable processes and ongoing improvements
5. Rapidly positioning yourself as a proactive leader – both within your organization and at the global completive landscape
6. Ensuring transportability of marketable skills for your next opportunity – through an intensive and individually tailored executive learning program

How you should differentiate your business

1. It is not just experience of your developers – show how your team specializes in the use of original, well researched and proven, agile and proactive change management methodology
2. Identify rapid shortcuts to achieving project goals with the use of your agile methodology
3. Illustrate how committed clients can achieve substantive improvements in corporate performance and profitability
4. Identify how you and your team can achieve "an unfair advantage" (i.e., regulatory, marketing or analytical) in a highly competitive environment
5. Ensure and provide client testimonials that your overhead is low, rates reasonable and you are being comfortable with the power of your development approach
6. If your reengineering consultancy does not represent large corporate vendors or forces biased solutions – show that there is no pressure on your clients to make large capital investments
7. When dealing with the major procurement vendors, your prospective clients would typically need you on their side – to balance the vendors pressure and ensure successful delivery of agreed benefits

Ways and means of achieving global dominance

1. Reengineering consultants should show the way to the C-team; provide ongoing support and leadership guidance
2. Reengineering projects should be based on powerful change management approaches and should provide dashboards that integrates Balance Scorecards as a premier strategic performance management tool
3. Reengineering methodology should ensure rapid, quantifiable and significant improvement results, especially at the time of radical change and risky alternatives characteristic of the Internet banking and commerce innovation projects
4. Deployment of strategic change and innovation should be conducted systematically and at the step-by-step pace suitable to the organization that is being reengineered
5. The reengineering progress should be tracked against world leading quality indicators
6. Detailed insight into your business operation should be captured for subsequent analysis

Call for the Assistant Editor

JIBC is still growing, and as a part of new opportunities, we are looking for one more new key member of our editorial team to act as an *Assistant Editor*. The candidates should be open to evolving responsibilities, have strong research, organizational and communication skills, ability to work both independently and with the JIBC editorial team, proficiency at multitasking, and be passionate about the newly emerging field of electronic banking and commerce. Past editors have used the position as a staging ground for the leading positions in the global academia and industry.

For a highly qualified person well familiar with HTML and looking for a world-class carrier in ecommerce, this position opens unparalleled opportunities to work closely with a wide range of international scholars, to learn the modern online publishing ropes, to develop familiarity with the style guides and establish useful academic and industrial connections. It provides an excellent opportunity to hone your editing and time management skills, to gain experience in academic publishing, and to actively develop an understanding of issues considered of great import to the electronic banking and commerce.

A successful candidate will help JIBC Editor-in-Chief Prof. Nikhil Agarwal, Managing Editors Francis Chlarie and Dr. Xin "Robert" Luo in working with the JIBC authors to ensure high academic quality contributions and preparing submissions for our leading publication. She or he will provide the editorial input on the articles' fitness for publication, and perform formatting of each article to ensure that their language, layout and style meet academic standards.

As we only issue JIBC three times a year, a volunteer Assistant Editor will be asked to commit just 2-3 hours of work per week performed on their own schedule. Please send your CV to JIBC Chief Editor Prof. Nikhil Agarwal or myself if you would like to participate and contribute to our advanced global community.

Again, I am asking each and every one of you, our readers and subscribers, to email JIBC to at least 3 of your colleagues, friends and discussion groups that you are participating at, and recommend that they also subscribe. Please share information about JIBC articles with the Internet community and suggest to us new ways to promote JIBC among academics and professionals from around the globe.

As well, I am challenging all the current and past authors and editors to email your own articles -- along with the rest of JIBC edition -- to at least 10 of your peers and colleagues in academia, government and industry. Make sure that they are well aware of your articles and the *Journal of Internet Banking and Commerce*. Recommend that they also subscribe to email editions. After all, we send it around just 3 times a year.

A special appeal to ecommerce/ebusiness students to pass a word about JIBC to your professors and classmates and, more important, to ask them to supply new articles and tell everybody to subscribe.

Please contact us with the suggestion of how to submit information on JIBC to other leading search engines and academic reference publications. Also, if you notice publications referring to JIBC articles, please let us know.

Let's spread the word!