Contents

• Fourth International Conference on Future Generation Communication Technologies
(FGCT 2015)

• First International Conference on Data and Communication for Science, Technology and Society
(ICDCST 2015)

• Tenth International Conference on Digital Information Management
(ICDIM 2015)

Editorial

We are pleased to release the issue of the Journal of E-Technology which has the below listed papers. In the first paper on " **A Proposed Model for Measuring Instant Messenger Application Adoption**, the authors *Indrawati* and *Maya Ariyanti* have identified and compared factors that affect the behavioral intention and usage behaviour toward instant messenger applications of Indonesians and Malaysian Customers. In order to study the authors have engaged in literature search of published articles which are mainly from international journal and interview and focus group discussion in several cities with the target user group. They came out with a conceptual model for predicting consumer behaviour toward instant messenger application adoption in Indonesia and Malaysia.

For providing website usability, culture plays an important role in user interface which is lacking in most of the e-commerce websites and mostly ignored by website designers. The purpose of this research in terms of the authors' words is to evaluate objective cultural usability for e-commerce websites in Pakistan. The study on "**Cultural Usability In E-Commerce Website Design: Using Objective Characteristics**" have provided guidelines to the website designers for assuring the success of e-commerce websites in e-market.

In the last paper on "**Comparative Analysis of Backtrack Search Optimization Algorithm (BSA) with other Evolutionary Algorithms for Global Continuous Optimization**" the *authors Shovan Mandal, Rohit Kumar Sinha* and *Kamal Mittal* have implemented Backtracking Search Optimization Algorithm (BSA). The proposed BSA used two set of populations i.e. old and new which prevents it from getting stuck into local minima. Its selection, crossover and mutation processes are different from the other methods and it yielded the most optimized solution in lesser time. The claim is supported by the results of its comparison with different techniques and BSA is proved to give better results and in lesser time.

The papers published in this issue mark good focus on the modern information science and technology research.

Editors