



## Research Tracks

### 1 Information Systems Development

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### 2 Design Theory, Research and Practice in Information Systems

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### 3 Innovation and Open Source Software

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### 4 Information Systems for Innovative and Collaborative Business

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### 5 Information Systems Innovation, Adoption and Diffusion

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### 6 Strategic Management of IS and IT

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### 7 Organisational Change and Business Process Management

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## **9 Economics of Information Systems**

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## **10 Ubiquitous Computing**

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## **16 Researching Ethics in Information Systems**

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# 1 *Information Systems Development*

## **Track Chairs:**

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Matti Rossi, *Helsinki School of Economics, Finland* ([Matti.Rossi@hse.fi](mailto:Matti.Rossi@hse.fi))

## **Track Description:**

Information systems development (ISD) is arguably at the core of the information systems discipline. However, despite 50 years or more of ISD experience, the perception of the so-called “software crisis” still persists, with a steady stream of unfinished projects, resource problems, erroneous systems and systems poorly aligned with businesses and user requirements. Research in the field is largely fragmented and often practice seems to be ahead of research. Conversely, where research is indeed ahead, industrial uptake of research results is often rather limited. As a consequence, there is an urgent need for a sustainable understanding and integrative theory based on extensive, empirical field research. ISD is a dynamic practice conducted in an increasingly turbulent and complex environment. It includes activities such as analysis, design, programming and maintenance, and deals with project management and methods and tools for the development and organisational/societal implementation and utilisation of information technology. New issues, such as offshoring, open source and revitalised end-user development through Google APIs etc. provide exciting new challenges for ISD research and practice.

## **Suggested topics:**

- Studies of ISD practice
- ISD as a social practice
- ISD as a design practice
- ISD as a methodical practice
- ISD as an agile practice
- ISD as a communicative practice
- ISD as an amethodical, emergent and improvised practice
- ISD as an economic practice
- ISD as a global and distributed practice
- ISD as an outsourced practice
- ISD as an offshored practice
- ISD as a communal and open practice
- ISD as a component-based practice
- ISD for bespoke solutions
- ISD for standardised solutions
- ISD for web services

## **2 Design Theory, Research and Practice in Information Systems**

### **Track Chairs:**

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Kalle Lyytinen, *Case Western Reserve University, USA and University of Lausanne*  
([kalle@po.cwru.edu](mailto:kalle@po.cwru.edu))

### **Track Description:**

Design has long been an underlying theme in the study of information systems. Yet until recently, the term ‘design’ has been used primarily to denote the activity of creating technical artifacts, especially software applications. Most design concepts, models, and methods are treated in this limited context of technically designed systems with social consequences.

In this track we encourage a much broader view of design in which information systems are seen as socio-semiotic systems that are technically grounded. Accordingly, in this track, designing IS refers to constructing alternative socio-technical and cognitive-based futures by shaping social, physical, semiotic and technological environments via intentional IS-oriented design acts. This view treats IS design as an inclusive, open-ended process (and not as a concrete outcome or a finite object) where interactions and boundary processes between different IS-related realms are the focus of interest. Accordingly, we understand the term design in the IS context as including a design attitude that purposefully seeks to shape our cognitive, semiotic, social or physical environments. Through interaction with and reconfiguration of technical artifacts these aspects of an IS environment function as agents of change and carriers of situated discourse.

The conference theme, Information Systems in an Innovative Knowledge-Based Society, calls for a broad, inclusive view of IS scholarship that aspires to promote positive social impact and suggests ways of using information technology for fulfilling human ideals. Strengthening a design attitude in IS research has the potential to invigorate design scholarship in IS, and extend it beyond the traditional boundaries of design science, which so far have focused on the technical aspects of the domain. The design lens allows us to ask legitimately not only how things work “mechanically” and how to engineer them well based on first principles, but also to ask what we should do to make it work in other realms, and why we ought to do it at all. The design stance in this broader conception is action-oriented towards seeking betterment of activities, practices and social systems.

### **Suggested topics:**

To understand this changing environment of design thinking, we need to apply sound research methods and approaches. Possible topics include, but are not limited to the following:

- Design theory, models, and architectures relevant for information systems as socio-semiotic systems
- Design methods and methodologies that work at the boundaries between social and technical or semiotics and technical
- Information design and innovative representational artifacts
- Relationships between form and function in IS design
- Design strategies and heuristics for interweaving IS and organisational design
- Generative designs; design and creativity

- Design visions and narratives of design
- Socially responsible design of ICT; design for the bottom of the pyramid
- Design as a process of exploring, generating and excluding futures
- Participative design; requirements discovery and negotiation during design
- Interactions between design and implementation
- Radical innovations and design processes; design and learning
- Case studies and rich accounts related to the design in the IS context
- Research methods and methodologies
- Multidisciplinary views and multi-methodological approaches
- New and alternative approaches to design research

***Associate Editors:***

- Mark Aakhus, Rutgers University
- Chris Atkinson, University of Manchester
- Richard Boland, Case Western Reserve University
- Kevin Crowston, Syracuse University
- Matt Germonprez, Eau Claire
- Göran Goldkuhl, Linköping University
- Thomas Herrmann, Ruhr-University of Bochum
- Rik Maes, University of Amsterdam
- Gloria Mark, University of California Irvine
- Aldo de Moor, CommunitySense
- Yves Pigneur, Université de Lausanne
- Sandeep Purao, Pennsylvania State University
- Neil Ramiller, Portland State University
- Isabelle Reymen, Eindhoven University of Technology
- Ulrike Schultze, Southern Methodist University
- Erik Stolterman, Indiana University Bloomington
- Volker Wulf, University of Siegen
- Youngjin Yoo, Temple University

### **3 Innovation and Open Source Software**

#### **Track Chairs:**

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Joseph Feller, *University College Cork, Ireland* ([JFeller@afis.ucc.ie](mailto:JFeller@afis.ucc.ie))

#### **Track Description:**

Open Source Software (OSS) has emerged as a major issue in the research community. The substantial body of work that has been produced to date has been strongly dominated by the examination of OSS software engineering tools and techniques, and of the social and cultural analysis of grassroots communities of OSS developers and users. However, OSS business models, OSS in enterprise and systems contexts, OSS in commercial and governmental organisations and networks, the delicate relationship between OSS and proprietary software (for both users and producers of systems), and related issues are all comparatively under-researched.

The collaborative development and open distribution models which characterise OSS have also been mirrored recently in a variety of contexts: open content licences and repositories, collaborative content-building and content-sharing systems, open innovation models, “crowd sourcing” and user-led innovation, open APIs and “mashups”, etc. Most of these examples at the intersection of open technology, collaboration and innovation remain uninvestigated.

This track solicits both robust theoretical and rigorous empirical research papers which refine and contribute to our understanding of OSS and related collaboration-based innovation phenomena.

#### **Suggested topics:**

- Organisational/business models for OSS and related collaboration-based innovation phenomena
- OSS and related collaboration-based innovation phenomena in enterprise and systems contexts
- OSS and related collaboration-based innovation phenomena in commercial and governmental organisations and networks
- The relationships, and the technical, organisational and legal integration issues between
  - open source and proprietary software
  - open content and proprietary content
  - user and firm created content
  - firm and extra-firm sources of innovation
  - related open/proprietary conceptual pairings
- Open Standards, Open Platforms and Open APIs
- Open Content Licensing, Systems and Business Models
- Trust Building and Quality Assurance in OSS and related collaboration-based innovation phenomena
- User-Created Content and Social Software
- The organisation of end users, and networked/peer-to-peer organisational forms in OSS and related collaboration-based innovation phenomena
- Diffusion and adoption of open standards and open source tools/application stacks
- Competition, cooperation and collaboration in open and open/proprietary hybrid environments

- Knowledge Sharing and Knowledge Management in OSS and related collaboration-based innovation phenomena
- Communities of Practice (both developers and users) in OSS and related collaboration-based innovation phenomena, particularly:
  - Team dynamics, discourse, communication and collaboration patterns
  - Development and distribution tools and processes
  - Cultural and social characteristics
- Cost of Ownership and Value of Ownership of open products and initiatives
- Distributed work within enterprise domains, outsourcing, offshoring, “crowd sourcing”, open sourcing, and related phenomena
- OSS in a full-life cycle systems development context
- Modularity and other architectural issues in open source and open platforms

## **4 Information Systems for Innovative and Collaborative Business**

### **Track Chairs:**

Petra Schubert, *University of Koblenz-Landau, Germany* ([petra.schubert@uni-koblenz.de](mailto:petra.schubert@uni-koblenz.de))

Joze Gricar, *University of Maribor, Slovenia* ([Gricar@FOV.Uni-Mb.si](mailto:Gricar@FOV.Uni-Mb.si))

### **Track Description:**

Over the last years, the domain of e-business research in Europe has evolved into a self-contained community. There is a growing number of conference tracks dedicated to “e-topics” at all major IS conferences. Electronic business is gradually changing the process of buying, selling, and exchanging products and services over the Internet.

The term “Collaborative Business” refers to the inter-organisational view of information systems. In the centre of attention are business information systems, usually ERP systems. These systems need to be integrated in a way that they can meet the increased demands of highly automated business processes. Exchanging, processing and archiving electronic business documents are key issues for competitive companies. There are still many open issues for researchers and practitioners that need to be addressed and solved.

This track calls for theoretical and empirical research that improves and broadens our understanding of collaborative business through systematic and in-depth study of electronically integrated value chains and value creation. Empirical research, both qualitative and quantitative, can contribute to our understanding of the integration process that is going on between different ERP/enterprise systems and help us learn from different approaches (national or international) in the interaction of different software systems.

### **Suggested topics:**

- Management of collaborative (B2B) projects in general
- E-commerce (selling perspective)
- E-procurement (buying perspective)
- Legal aspects of B2B e-commerce
- Business models for service providers (electronic document exchange)
- B2B integration
- ERP-based e-business applications
- Implementation and innovative use of Web Services
- E-business formats and standards
- E-business models and architectures
- Electronic supply chain management and Internet-based electronic data interchange
- E-business technology investment strategies
- Other topics related to collaborative business applications

## **5 Information Systems Innovation, Adoption and Diffusion**

### **Track Chairs:**

Michael D. Williams, *Swansea University, UK* ([m.d.williams@swansea.ac.uk](mailto:m.d.williams@swansea.ac.uk))

Yogesh Kumar Dwivedi, *Swansea University, UK* ([Y.K.Dwivedi@swansea.ac.uk](mailto:Y.K.Dwivedi@swansea.ac.uk))

### **Track Description:**

The focus of this track is the innovation, adoption and diffusion of Information Systems (IS) and information and communication technologies (ICT) among individuals and organisations. Given the endemic nature of IS/ICT within modern society, it is clearly essential to understand the various factors causing some IS/ICT to be successfully adopted and widely accepted, and others to meet only resistance and rejection. Although the study of the adoption and diffusion of IS/ICT may be considered to be one of the more mature research areas within the IS discipline, constantly emerging technologies, contexts of use, and stakeholder groups ensure that the area remains rich in potential for original and fruitful investigation. The aim of the track therefore is to provide a platform for the presentation and discussion of original research into issues surrounding IS/ICT adoption (and non-adoption) from various stakeholder group perspectives and at differing levels including societal, organisational, and individual.

### **Suggested topics:**

The track calls for theoretical, conceptual, and empirical studies that provide new insights into IS/ICT adoption and diffusion, as well as identifying an agenda for future research in the area. Topics of interest include (but are not limited to) the following:

- Factors influencing IS/ICT adoption and use at micro and macro levels
- Socio-economic/geographical/cultural factors relevant to IS/ICT adoption
- The digital divide
- Adoption or diffusion of IS/ICT supporting organisational and inter-organisational initiatives
- Adoption or diffusion of IS/ICT in specific sectors (such as e-government, e-commerce)
- Adoption and usage of emerging technologies such as RFID
- Theories, concepts, and tools of IS/ICT adoption and diffusion
- Strategies to promote IS/ICT adoption and diffusion
- IS/ICT success factors
- Usage and post-adoption behavior
- The impact of consumers' home use of ICT on business models in various industries
- The impact ICT use on the daily/social/professional life of consumers/citizens
- Socio-economic impacts of consumer adoption of ICT

### **Associate Editors:**

- Pamela Carter, Florida State University, USA
- Catherine Middleton, Ryerson University, Canada
- Andrew Schwarz, Louisiana State University, USA
- Mohini Singh, RMIT University, Australia
- Tim Weitzel, Bamberg University, Germany

## 6 **Strategic Management of IS and IT**

### **Track Chairs:**

Marco De Marco, *Catholic University of Milan, Italy* ([marco.demarco@unicatt.it](mailto:marco.demarco@unicatt.it))

Antonio Cordella, *London School of Economics, UK* ([a.cordella@lse.ac.uk](mailto:a.cordella@lse.ac.uk))

### **Track Description:**

Decisions on information technology have reached boardroom level in several organisations. Thus, the evaluation of IS-IT planning (how information assets will contribute to achieving organisational objectives) is strictly connected to both the investments required and the credibility of IS-IT implementation (expected performance based on past results and problems). Further, the rapidly changing social and business environments means that an effective information strategy needs to be identified and managed with input from several stakeholders (different process owners and quite a few user groups within the organisation and the numerous external vendors, outsourcers, consultants, researchers), all of whom have diverse needs and priorities.

Therefore, the pressure to achieve results (i.e., IS support in the pursuit of short-lived business opportunity windows) and the emergence of new permanent techniques and technologies call for shorter strategic process cycles (from planning to implementation), even though the current installed base might be large, the investments needed to re-orient it sizeable and the time required for the organisation to learn how to interact with the new IS policies, instruments and responsibilities significant. As a result, the CIO and the unit they lead must support the decision-makers with timely and reliable solutions based on carefully scrutinised investment proposals, as well as take into account the technology, the business, the organisation.

This means that the IS-IT function and competences need to be assessed and reinforced to facilitate the dialogue with other functions (and all the relevant stakeholders) and manage change effectively. In addition, the function's "tool set" (theories and methods) needs to be able to handle multidimensional issues such as 'alignment', 'flexibility', 'outsourcing' and other major concepts or phenomena that have an impact on the strategic management of information.

It is therefore appropriate to call for contributions aimed not only at the critical evaluation of current key concepts and techniques, but also the presentation of research and experiences that can explain the benefits and risks of the different approaches and methods used to formulate and appraise IS-IT strategies and policies.

### **Suggested topics:**

- IT governance mechanisms to coordinate and manage the allocation of IT resources
- The management of IT-enabled business processes
- The role of the IS function in business and IT strategy: alignment or cultivation?
- The evaluation and management of emerging technologies
- IT services management in a global context
- Conventional and unconventional IT organisation models
- IT and business process outsourcing
- IT Director-, CIO- or functional models of IT leadership

- Managing IS-IT resources in the public sector
- IT metrics and economics
- Impact of IS/IT Architecture for Aligning Business and IT Strategy
- Management of IS/IT Architecture

***Associate Editors:***

- Jan vom Brocke, Liechtenstein University
- Susanne Leist, University of Regensburg
- Luigi Buglione, University of Québec in Montréal
- Helle Zinner Henriksen, Copenhagen Business School.
- Alex Winkelmann, University of Muenster
- Charlotta Levay, Uppsala University
- Vasja Vehovar, University of Ljubljana
- Kristiaan Kerstens, IESEG School of Management

## **7 Organisational Change and Business Process Management**

### **Track Chairs:**

Michael Rosemann, *Queensland University of Technology, Australia* ([m.rosemann@qut.edu.au](mailto:m.rosemann@qut.edu.au))

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### **Track Description:**

Process-oriented Change Management is the set of concepts, methods and tools surrounding the definition, implementation, improvement and structuring of lateral processes in organisations. It emerged as a combination of mature organisational concepts (e.g., BPR, Six Sigma, TQM) and process-supporting technologies such as workflow management, Business Process Management (BPM) suites and service-enabled systems. The use of Business Process Management techniques and related technology in change management projects promises significant efficiency gains for organisations through the coordination of activities, process participants and the integration of applications. The demand for Process-oriented Change Management is further stimulated by opportunities related to ongoing process performance improvement, process outsourcing/off-shoring and the interest in process standards such as ITIL and SCOR. Not surprisingly, global analysts such as the Gartner Group have identified Business Process Management as the number one priority of CIOs for a number of years.

While a large body of knowledge related to modeling, simulating and executing business processes exists, Process-oriented Change Management has hardly been subjected to ‘classic’ Information Systems questions. Such questions go beyond the design of BPM systems and surround the adoption, use, and implications of Process Change Management approaches and technologies in organisation.

### **Suggested topics:**

- Impact of Information Systems on Organisation Structures and Processes
- Alternative Change Management Paradigms
- Tools and Methods of Organisational Change Management
- Critical Success Factors of Business Process Management
- Business Process Management Adoption Models
- Business Process Management Governance
- Business Process Innovation
- Business Process Outsourcing / Off-shoring
- Process-aware Information Systems
- Inter-organisational Business Process Management
- Process Performance Measurement
- Business Process Management in Different Industries
- Process Reference Models

The track encourages the submission of research papers from a wide variety of areas covering quantitative and qualitative, empirical and theoretical research methodologies such as case studies, action research, surveys, experiments and Design Science.

Authors of the best papers of the track will be invited to submit revised versions of their work to a special issue of the international journal *Information Systems and e-Business Management* (ISeB), published by Springer.

**Associate Editors:**

- Wil van der Aalst, TU Eindhoven
- Jörg Becker, University of Münster
- Tom Davenport, Babson College
- Marta Indulska, University of Queensland
- Sia Siew Kien, Nanyang Technological University
- Akhil Kumar, Penn State University
- Ted Stohr, Stevens Institute of Technology
- Iris Vessey, Queensland University of Technology/University of Queensland

## **8 IT Project Management**

### **Track Chairs:**

Deepak Khazanchi, *University of Nebraska at Omaha, USA* ([khazanchi@unomaha.edu](mailto:khazanchi@unomaha.edu))

Björn Niehaves, *University of Münster, Germany* ([isbjni@wi.uni-muenster.de](mailto:isbjni@wi.uni-muenster.de))

### **Track Description:**

Project Management (PM) research has evolved primarily from the engineering disciplines and it is now an integral part of information technology (IT) and software development activities. For example, a quick search of the AISWorld Faculty Directory on the keyword “project management” returns over 200 names. Both IT project management researchers and practitioners are facing challenges that cover a large range of topics that cut across many IS/IT areas, including virtual project management, agile project management, knowledge networks, project management methodologies, distributed project management, project leadership, project quality metrics, project management standards, best practices in project management, and project success. Given the theme of ECIS 2008, “Information Systems in an Innovative Knowledge-Based Society”, we believe that effective and innovative project management techniques and methods are at the heart of the ability to build and implement information systems in such a context.

The track solicits high-quality conceptual and empirical contributions that attempt to advance theory and application of project management using any research approach (action research, experimental, grounded theory, design science, case studies, survey research, theory development, prototyping, methodology development, PM tool development, etc.)

Keeping in mind the phenomenal growth of interest in IT project management and its highly interdisciplinary nature, the Association for Information Systems (AIS) Special Interest Group for Information Technology Project Management (SIGITProjMgmt) supports this track at ECIS 2008, which will feature research papers and one or more panels that focus on problems that cut across many traditional IT Project Management areas.

### **Suggested topics:**

- Theories used in project management
- Virtual and distributed project management
- Agile project management
- Knowledge networks
- Project management methodologies
- Project leadership
- Project quality metrics
- Best practices in project management
- Project management standards
- Project success
- Knowledge sharing and management in IT projects

### **Associate Editors:**

- Antti Nurmi, Helsinki School of Economics

- Stacie Petter, University of Nebraska at Omaha
- Ilze Zigurs, University of Nebraska at Omaha
- Joerg Becker, University of Münster

## 9 *Economics of Information Systems*

### **Track Chairs:**

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Chrysanthos Dellarocas, *University of Maryland, USA*, ([dell@mit.edu](mailto:dell@mit.edu))

### **Track Description:**

The current information revolution is fundamentally transforming the business landscape, our lifestyles and the fabric of society. Economics continues to have a prominent role in investigating and analysing the associated phenomena, both at the micro and macro levels. The objective of this track is to bring together the global community of researchers who are active in the area of economics of IS. The track invites exploratory research that uses economic theories to predict future IT developments as well as explanatory research that uses economic theories to interpret phenomena in the IS field.

Theoretical, empirical, experimental and policy-oriented contributions are welcome. This year's economics of IS track particularly wishes to encourage contributions that use economic methodologies to explore consumer behaviour related to social technologies such as wikis, blogs, recommendation systems, etc.

### **Suggested topics:**

- Information economics and the value of IT
- IT and implications for firm boundaries and the structure of industries
- Supply and demand in IT and telecommunications markets
- Economic models of the impact of IT on organisations and markets
- Technology adoption and diffusion from an economic perspective
- The economics of the Internet and electronic commerce, including issues of pricing and channel conflict
- Contracting and agency-theoretic issues in IT management
- Ownership and governance of IT and the implications for outsourcing and off-shoring
- The role of IT in changing the basis of competition, including the importance of economies of scale, first-mover/incumbency roles, complexity, product portfolios, brands, etc.
- Productivity and software/data quality assessment of information systems development and maintenance methods
- Social network analyses and economic implications
- Macroeconomic effects
- Network effects in products and industries
- Implications of IT for differentiation and competitive outcomes
- Economic Models of Organisational Behaviour in IT markets

### **Associate Editors:**

- Egon Berghout, University of Groningen
- Elias G. Carayannis, George Washington University
- Philip Powell, University of Bath

- Arun Sundararajan, New York University
- Bruce W. Weber, London Business School

## 10 Ubiquitous Computing

### Track Chairs:

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### Track Description:

IT artefacts based on auto-id and sensor technologies – often summarised under the notion of “ubiquitous computing” – pose a new challenge to the field of IS research. Price decline and constant miniaturisation allow for embedding digital functionality into a growing number of physical objects, which eventually changes the way we make use of and interact with information systems. As a consequence, companies hope for significant efficiency gains in manufacturing and logistics processes due to improved data acquisition accuracy, complete visibility of supply chain operations and an overall reduction of error-prone manual tasks. On a societal level, however, privacy risks and consumer fears of these emerging technologies have increasingly been voiced.

The purpose of this track is to provide a forum for investigating applications and impact of ubiquitous computing, pervasive computing, ambient intelligence, etc. on organisations, business processes, products/services, employees, and consumers. The focus will be on economic, behavioural and technical issues related to the use of the technologies. Potential authors/researchers are encouraged to submit papers that study new, emerging or existing issues in ubiquitous computing, or analyse the implications of applications pertaining to real-world occurrences.

### Suggested topics:

- Strategies for technology evaluation and implementation of ubiquitous systems
- Business value of ubiquitous computing technologies
- Business models for smart products and services
- Consumer perception and acceptance of ubiquitous computing
- New models of human-computer interaction for smart objects
- Ethical and trust issues in ubiquitous applications
- Application scenarios in corporate business processes
- Frameworks and models for the analysis of internal and inter-organisational impacts
- Systems integration and data management
- Practical use of RFID and sensor data in enterprise information systems
- Security mechanisms for ubiquitous information systems
- Technology diffusion and the role of standards
- Case studies of real-world deployments in logistics, manufacturing, maintenance, etc.

## **11 Data and Information Quality**

### **Track Chairs:**

Markus Helfert, *Dublin City University, Ireland* ([markus.helfert@dcu.ie](mailto:markus.helfert@dcu.ie))

Cinzia Cappiello, *Politecnico di Milano, Italy* ([cappiell@elet.polimi.it](mailto:cappiell@elet.polimi.it))

### **Track Description:**

The problem of poor data and information quality is widespread and plays a critical role for all organisations whose activity is based on communication and information. Insufficient quality of information and data often leads to numerous negative effects; it can disrupt business processes and interfere with decisions or can compromise communication and understanding among people. High data and information quality have become the crucial factor for innovative organisations in the information economy. Currently, there are two main research streams addressing the problem of ensuring high data and information quality: first a technical, database oriented approach and second a management, business oriented approach. So far, both streams are fairly isolated, although they address similar problems. Problems regarding the interdependences between technological choices and business concepts are rarely considered.

In this context, the Data and Information Quality Track aims to bring together both streams and addresses problems related to information system design and modelling. The track focuses on crucial and interrelated issues such as information systems architectures and process modelling as well as business implications correlated with data and information quality.

### **Suggested topics:**

- Data & Information Quality-specific research problems:
  - Defining and planning
  - Assessment
  - Management and improvement - processes and technologies
  - DIQ oriented IS-Engineering methods and techniques
  - Costs and benefits analyses
- Data & Information Quality in specific contexts:
  - Financial service industry
  - Logistics
  - Healthcare
  - Government
  - Multimedia applications and Web environments
  - Data mining & Data warehousing
  - Knowledge Management
  - Data & Information Quality and security/privacy/trust

## **12 Information Systems Security**

### **Track Chairs:**

Richard Baskerville, *Georgia State University, USA* ([baskerville@acm.org](mailto:baskerville@acm.org))

Robert Willison, *Copenhagen Business School, Denmark* ([rw.inf@cbs.dk](mailto:rw.inf@cbs.dk))

### **Track Description:**

With organisations increasingly reliant on IS, there is a corresponding need for securing such systems. These needs are reflected in recent governance frameworks that guide increasing focus on the audit and control of organisational information technologies. This critical situation is particularly pressing with the increase in attacks from a plethora of threats, be they external (e.g. hackers and viruses) or internal (e.g. dishonest employees) in nature. Failure to develop effective IS security can not only leave organisations vulnerable to threats, but also to legal action. The possible consequences include financial loss, damaged reputations, and penalties under law.

This background provides the demand and motivation for research which examines and explores the multiplicity of problems and challenges posed by IS security. The aim of this track, therefore, is to provide a forum in which high quality research can be advanced and debated.

### **Suggested topics:**

- IS security in systems analysis and design
- IS security governance and management
- IS risk analysis and management
- Development of IS security policies
- IS security education and awareness
- IS security economics
- IS security and control audits
- Information security management standards
- Social, legal and ethical aspects of IS security
- Research methods and issues in IS security

## **13 Social Networking and Information Systems**

### **Track Chairs:**

Ben Light, *University of Salford, UK* ([b.light@salford.ac.uk](mailto:b.light@salford.ac.uk))

Remko Helms, *Utrecht University, Netherlands* ([remko@cs.uu.nl](mailto:remko@cs.uu.nl))

### **Track Description:**

During the last decade, knowledge has become a key consideration in our economies and it is heavily associated with innovation. Alongside this, social networks and notions of community have arguably come to play a central role. Of course, social networking has always occurred and as technologies have evolved they have become intertwined with social interactions (consider the telephone, email and early online communities such as GeoCities for example). However, the emergence of more sophisticated information and communication technologies has seen a corresponding change in how and why social networking is undertaken. Social networking communities have been established for a diverse range of purposes including: professional support networking ([linkedin.com](http://linkedin.com)); e-dating ([gaydar.com](http://gaydar.com)); multimedia sharing ([youtube.com](http://youtube.com)); friendship/blogging purposes ([myspace.com](http://myspace.com)); virtual gaming ([worldofwarcraft.com](http://worldofwarcraft.com)) and the participation in virtual worlds ([secondlife.com](http://secondlife.com)). The technologies to support such social networking are similarly diverse, ranging from the standard desktop computer, mobile and ubiquitous technologies and even to immersive virtual environments and other applications and services.

Social networks can also be found within organisations (communities of practice, knowledge portals) and between organisations (electronic marketplaces such as Covisint, Exostar and Sabre, network organisations). Moreover, it is becoming clear that application and use of social networks in organisations can have an impact on organisational effectiveness and efficiency. Although many employees use social networking technologies in their private lives, those in organisations still have to learn and find out how they can successfully apply social networking technologies. Successful application of social networks and social networking technologies might require changes to the way organisations are structured and managed.

In sum, with the study of these developments we obtain insight into the affordances of public and private networks. This track wishes to explore issues relating to the development and use of social networking communities, how and why participants are drawn to them, what constitutes a successful network and any associated dangers. We welcome both theoretical and empirical papers that employ diverse methodologies and philosophical perspectives.

### **Suggested topics:**

- Development/appropriation/co-production of social networking communities and technologies
- Power, politics and trust in social networks
- Issues of social inclusion and exclusion in social networking
- Diversity in social networking community characteristics – e.g. Work Organisation/Society, Gender, Race, Disability, Sexuality, Nationality
- Internet dating
- Integration of on-line and off-line social networking activities
- Emotion and social networking

- Media choice and use in relation to community building
- Network evolution (especially longitudinal research)
- Relation between network position/network pattern and individual/organisational performance
- Effect of social network technologies on networks within and between organisations
- Communities of Practice and online communities
- Social network analysis of the Semantic Web
- Semantic web communities
- Harvesting of network information in online communities and mail messages

***Associate Editors:***

- Jos Benders, Tilburg University
- Harry Bouwman, University of Technology Delft
- Kathy Buckner, Napier University
- Vincent Buskens, Utrecht University
- Elaine Ferneley, University of Salford
- Norbert Gronau, Potsdam University
- Robert Hanneman, University of California
- Bettina Hoser, Karlsruhe University
- Netta Iivari, University of Oulu
- Sue Newell, Bentley College
- Harri Oinas-Kukkonen, University of Oulu
- Shan Pan, National University of Singapore.
- Frantz Rowe, Université de Nantes
- Steffen Staab, University of Koblenz-Landau
- Lidwien van de Wijngaert, Utrecht University

## 14 *Human Computer Interaction*

### **Track Chairs:**

Scott McCoy, *College of William and Mary, USA* ([scott.mccoy@mason.wm.edu](mailto:scott.mccoy@mason.wm.edu))

Andrea Everard, *University of Delaware, USA* ([everarda@lerner.udel.edu](mailto:everarda@lerner.udel.edu))

### **Track Description:**

Human-Computer Interaction (HCI) is an interdisciplinary field that has attracted many researchers, educators, and practitioners from many different disciplines. HCI has gained even more attention during recent years in which technology has developed at a fast pace. To better utilise this advanced technology, we need to better understand users, their tasks within different contexts, and the interplay among users, tasks, and contexts/ environments. HCI or Human Factors studies in MIS are concerned with the ways humans interact with information, technologies, and tasks, especially in business, managerial, organisational, and cultural contexts.

The aim of this track is to provide a forum for HCI researchers to acknowledge each other's work, and to discuss, develop, and promote a range of issues related to the history, reference disciplines, theories, practice, methodologies and techniques, new development, and applications of the interaction between humans, information and information technology. In an effort to bridge academic research and industry practice, both research articles and experience reports are welcome. The track is open to all types of research methodologies (e.g., conceptualisation, theorisation, case study, action research, experimentation, survey, simulation). Both completed and research in progress articles will be accepted.

### **Suggested topics:**

Possible topics include, but are not limited to, the following:

- The perceptual, behavioural, cognitive, motivational, and affective/emotional aspects of humans and their interaction with IT
- User task analysis and modeling
- Digital documents/genres and human information seeking behaviour
- Informed user interface design and evaluation for all types of business and organisational applications such as:
  - B2B, B2C, C2C E-Commerce
  - E-marketplace and supply chain management
  - Group collaboration
  - Negotiation and auction
  - Enterprise systems
  - Intranets
  - Extranets
  - Small-screen mobile devices and pervasive computing
  - Multi-dimensional information visualisations
- Integrated or innovative approaches and guidelines for analysis, design, and development of interactive devices and systems
- Usability engineering, metrics, and methods for user interface assessment
- Evaluation of end-user computing in work or non-work environment

- Information technology acceptance and diffusion issues from cognitive, behavioral, affective, motivational, cultural, and user interface design perspectives
- The impact of interfaces/information technology on attitudes, behaviour, performance, perception, and productivity
- Issues in software learning and training
- Gender and technology
- Issues related to the elderly, the young and special needs populations
- Other human factors issues related to human interaction with technologies

## 15 **Semantic Web and Information Systems**

### **Track Chairs:**

Martin Hepp, *University of Innsbruck, Austria* ([mhepp@computer.org](mailto:mhepp@computer.org))

Gottfried Vossen, *University of Münster, Germany* ([vossen@uni-muenster.de](mailto:vossen@uni-muenster.de))

### **Track Description:**

Ontologies, understood as consensual models of a domain of discourse with some degree of formal semantics, are a research topic of growing interest in several research communities, and their potential contribution to core problems of information systems as a discipline is widely acknowledged. In the past few years, the Semantic Web communities have brought to maturity a comprehensive set of foundational technology components, both at the conceptual level and in the form of prototypes and software. These include, among other assets, ontology engineering methodologies, standardised ontology languages, ontology engineering tools, and other infrastructure like APIs, repositories, and scalable reasoners, plus a plethora of work for making the Deep Web and computational functionality in the form of Web Services accessible at a semantic level. However, Semantic Web technology is only recently being picked up by information systems researchers and practitioners, despite the fact that many problems of data and process management in enterprises and value chains can be traced back to representational mismatches. On the other hand, we can observe that the Semantic Web research communities in computer science have not yet addresses the economic dimensions and the conceptual complexity of real-world integration challenges.

In this conference track, we aim at providing a venue for research that transfers the foundational research from the Semantic Web movement into the information systems domain, and extends the state of the art in ontology research by explicitly considering the economic dimension. The track is supported by the AIS Special Interest Group on Semantic Web and Information Systems (AIS SIGSEMIS).

### **Suggested topics:**

Relevant topics include but are not limited to the following.

1. Cost and benefit models for ontologies in information systems;
2. Ontology-based content integration tasks in business and public sector applications, e.g. catalog data integration, spend analysis, or corporate search;
3. Semantic business process management;
4. Ontologies in modeling and systems analysis;
5. Semantics-supported business intelligence;
6. Ontology support for
  - a. Corporate knowledge management,
  - b. Customer relationship management (CRM),
  - c. Decision support systems,
  - d. E-procurement,
  - e. Enterprise application integration,
  - f. Human resources management,
  - g. Legal applications,
  - h. Specification and monitoring of service-level agreements,

- i. Supply chain management.

***Associate Editors:***

1. **Prof. Dr. Witold Abramowicz**, Head of the Department of Information Systems, Poznan University of Economics, Poznan, Poland
2. **Dr. Miltiadis Lystras**, Athens University of Economics & Business  
Office 801, 47A Evelpidon & 33 Lefkados Str., GR-113 62 Athens, Greece
3. **Ambjörn Naeye**, PhD, Head of the Knowledge Management Research Group (KMR) at the Royal Institute of Technology (KTH), Stockholm, Sweden
4. **Prof. Sang-goo Lee, PhD**, School of Computer Science & Engineering, Center for e-Business Technology, Seoul National University, Seoul, Korea

## 16 *Researching Ethics in Information Systems*

### **Track Chairs:**

Bernd Carsten Stahl, *De Montfort University, UK* ([bstahl@dmu.ac.uk](mailto:bstahl@dmu.ac.uk))

Antony Bryant, *Leeds Metropolitan University, UK* ([a.bryant@leedsmet.ac.uk](mailto:a.bryant@leedsmet.ac.uk))

### **Track Description:**

The impact of information and communication technologies (ICTs) in the past 50 years has been significant, and continues to gather pace. The consequences extend across society, into organisational, collective and private aspects of our existence. These have ramifications of an ethical nature; values and objectives are bound up with the ways in which ICTs can and might be used. Do these technologies lend themselves to liberation and emancipation, fostering learning, education and inclusion; or are they, perhaps inevitably, bound up with forces that will disempower individuals and groups, strengthening traditional relationships of dominance and hegemony, as well as having undesirable and potentially catastrophic social and environmental impacts. This context necessarily involves the IS community in a consideration of and engagement with ethical issues. Within the EU this problem has lately been recognised and as a consequence there is increased emphasis on ethical questions in ICT research in the 7<sup>th</sup> Framework Programme.

Ethical issues in IS can arise at least in two different ways: Firstly, there are ethical issues that develop from the process of doing research, such as surveying, interviewing or gathering requirements. These are human research ethics issues that are well recognised in medical disciplines but that IS researchers often find difficult to address. Secondly, there are ethical issues that arise from the use of IS. Technologies often have unforeseen consequences but even the intended ones often develop ethical implications that were not envisaged.

The "Ethical Issues in IS" track aims to highlight these issues, by bringing different communities of researchers together with the aim of furthering our understanding of how continuing and renewed concern with ethical issues against the background of rigour and relevance does and should impact upon IS research. This track will pave the way for the general theme of the International Conference of Information Systems which will be held in Paris in December 2008. The theme will be "Ethics, design and consequences of Information technologies".

### **Suggested topics:**

- privacy, security and surveillance,
- software and intellectual property rights
- IT and employment
- computer crime and legislation
- internet governance
- the digital divide and social justice
- trust in computing or trusting computing
- social responsibility and codes of conduct for ICT professionals
- political and social implications of search engine
- hacking and social engineering
- information technology and environmental issues
- ethics of autonomous agents

- ethics, agency, and structure
- the embodiment of values in IS design
- systems restrictiveness and conformity

**Associate Editors:**

- Nancy Pouloudi, Athens University of Economics & Business
- Marie Griffiths, University of Salford
- Frank Land, London School of Economics
- Frantz Rowe, Université de Nantes and Bentley College
- Mary Culnan, Bentley College