

# Preface

This book is the second in a series of books on advance topics in global information management (GIM). GIM research continues to progress, with some scholars pushing the boundaries of thinking and others challenging the status quo.

For the benefit of readers not familiar with the topic area, let's define what global information management research is. GIM research can be broadly considered to be of two types — one that is global and the other regional. GIM is a field of study that examines the development, implementation, management, and use of information systems (IS) in a global/international context; for example, cultural differences and their impact on various aspects of IS deployment, global sourcing/supply chain management, virtual teams in a multicultural setting, and global e-commerce issues. At the same time, GIM research deals with management, technological and IS use issues in a single- or multi-country organizational environment; for example, IS project experiences in US and Australian organizations, Information Technology (IT) transfer and diffusion in the Arab world, and the role of the government in Singapore's IT success.

Topics of study in GIM research continue to be highly diverse. It is hoped that Volume II will continue to advance our understanding of the field with a selection of research papers on a wide range of GIM topics. As with the first volume, Volume II is organized into two sections — global themes and regional perspectives.

## GLOBAL THEMES

The chapters in this section explore various IS issues in a global/international setting. The opening chapter by Markus and Soh exhorts GIM scholars conducting research into the effects of national culture on various aspects of IS deployment not to lose sight of structural conditions within which the culture exists, especially since structural conditions vary from country to country. Myers and Tan contend that the concept of national culture that has dominated IS research is too simplistic and challenge scholars to go beyond models of national culture by adopting a more dynamic view of culture. Srite, Straub, Loch, Evaristo, and Karahanna explore an alternate theory-based view of culture via the social identity theory, which suggests that each individual is influenced by a plethora of cultures and subcultures — some ethnic, some national, and some organizational. Karahanna, Evaristo, and Srite present a discussion of methodological issues that are relevant and idiosyncratic to cross-cultural IS research. El Guindi and Kamel report the results of a study that explores the effects of establishing a corporate culture on reducing virtual multicultural team conflicts. del Águila, Bruque, and Padilla suggest some connections between general management theories and global IT management by proposing several lines of advance in global IT

research using different theories or frameworks. Hunter and Carr discuss the impact of technology on the delivery mechanisms employed in distance education and present a framework that describes alternative modes of generic delivery mechanisms. Janczewski presents new challenges in privacy protection in the wake of the September 11, 2001, terrorist attacks on US business and military facilities.

## **REGIONAL PERSPECTIVES**

The chapters in this section delve into various IS issues in a single- or multi-country organizational setting. The chapter by Straub, Loch, and Hill documents a study examining the effect of cultural beliefs and values on the transfer of IT in the Arab world. Khalfan and Gough explore the factors that give rise to IT outsourcing and the degree to which they influence the practices, procedures, and outcomes of IT-outsourcing arrangements within the public sector in Kuwait. del Águila, Bruque, and Padilla report on a research into the influence that intangible human and managerial factors have on the level of effective IT implementation in the Pharmaceutical Distribution Industry in Spain. Askarany discusses a variety of factors that influence the diffusion of advanced techniques in organizations. Kim and Peterson explore the cultural differences between Japanese and US developers' perceptions of the relative importance of 18 strategies that prior research has indicated are important to IS implementation success. Mbarika presents the state of teledensity diffusion in least developed countries, discusses the obstacles to growth of teledensity and proposes a variety of strategies to advance teledensity in these countries. Tan and Subramaniam describe, using Singapore as an example, how governments can make a difference in entrenching a vibrant information and communication technology sector through appropriate policies, programs, and instruments.

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