Preface

A growing body of knowledge is being accumulated in the area of global information management (GIM). Research in this field has grown significantly in the 1990's. Not only are established information systems (IS) journals publishing an increasing amount of GIM research, but there are now journals like the *Journal of Global Information Management* that publish research specific to the field.

What exactly is global information management? 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 IS in a global/international context (for example, global sourcing/supply chain management, global planning in multinational companies, global e-business strategies, and cultural/language issues). At the same time, GIM research also deals with management, technological and use of IS issues in a single- or multi-country organizational environment (for example, outsourcing experiences in U.S. and U.K. organizations, national information infrastructures in less developed countries, and IS project characteristics and performance in Kuwait).

Topics of study in GIM research are therefore highly diverse. This book contains a selection of research papers on a wide range of GIM topics. It is hoped that the book will advance our understanding of the field. It is the first of a series of books on the subject. The book is organized into 2 sections–global themes and regional perspectives.

Global Themes

The chapters in this section explore various IS issues in a global/international setting. The chapter by Gangopadhyay and Huang examine the issues relating to multilingual electronic commerce, in particular, the nature of user interactions in multilingual electronic catalogs. Galliers and Newell review and contrast the experiences of two multinational companies in attempting significant change projects incorporating information and communication technologies. Cheung and Lee develop and test a model on trust in the context of Internet shopping. Katz considers the impact of culture and business strategy on the organizational and information technology infrastructures of global competitors. Allgood discusses how the global nature of Internet-based share trading impacts the players in the competitive stock brokering environment. Moores and Gregory report on a case study that highlights the difficulties in applying Soft Systems Methodology in the development of IS in an Eastern culture. Kaye and Little argue that the assumptions of universality and

common linear pathways of development are flawed because of cultural conflicts. Westland explores the lessons Internet auction markets can learn from securities market automation by considering exchanges in Chile, Russia, and China. Mantelaers and van den Berg investigate issues relating to the development and management of transnational information systems. Usoro probes how global planning is achieved in multinational companies in the U.K. and South Africa. Dirksen calls for more cultural considerations in the study of information systems.

Regional Perspectives

The chapters in this section delve into various IS issues in a single- or multi-country organizational setting. The chapter by Lacity and Willcocks detail the results of a survey of IT outsourcing experiences in U.S. and U.K. organizations. Kidd and Yau discuss the nature of computer software that has been imported from Japan to the UK to control imported production systems and /or to control management data flows. Meso and Duncan study the relationship between national information infrastructure and social development, suggesting ways governments of least developed countries may enhance their nations' growth by developing strategic plans for national information infrastructure. Kern and Willcocks present findings from thirteen UK organizations on the role of outsourcing contract and its purpose for ensuring control over the client's outsourcing destiny. Joia develops and tests a model to link effectively different information technologies in order to coordinate a metabusiness using a case study of a major engineering firm in Brazil. Scheepers and Mathiassen consider the development and implementation of information technology in South Africa based on experiences in Scandinavia. Aladwani discusses why managers cannot rely on prescriptions suggested by IS projects research in developed countries to understand IS projects in developing countries. Gottschalk presents results from a survey done in Norway on IS managers' leadership roles. Dhillon, Moores and Hackney argue that many emerging economies, like India, may face potential misalignment of interests with the advent of networked organizations. Malhotra contends that there is a need for assessing knowledge capital at the national level and discusses current and future assessment methods. Tomiuk and Pinsonneault offer a conceptual framework to better understand the assess the impact of information technology on customer loyalty in retail banking. Snoke and Underwood investigate the differences between academic and industry views of the desired generic attributes of IS graduates in Australia using a Delphi study.