

EDITORIAL PREFACE: CROSS CULTURAL INFORMATION SYSTEMS RESEARCH

By Scott McCoy, Eleanor Loiacono, and Guillermo Rodríguez Abitia

The special issue contains the best papers on Cross Cultural IS research minitrack at the 2003 AMCIS conferences, and went through further reviewing and revisions.

ARTICLES:

THE INFLUENCE OF NATIONAL CULTURE ON THE LEVEL AND OUTCOME OF IS DEVELOPMENT DECISIONS

Jon Heales, Sophie Cockcroft, and Corina Raduescu

While much work has been done on organizational cultural influences, this study examines the influence that national culture has on organizational decision making in respect to the evolution/redevelopment decision that organizations may face at a point in time. Building on findings from the GLOBE research program, we show by empirical testing of a theoretical model that national cultural dimensions are significantly associated with a) the outcome of the decision to enhance or re-develop a system, and b) the organizational level at which such decisions are made.

NATIONAL CULTURE AND INFORMATION TECHNOLOGY PRODUCT ADOPTION

Kallol Bagchi, Paul Hart, and Mark F. Peterson

Culture is likely to play a role in Information Technology (IT) adoption. Data from a large scale study of national culture are used to predict the adoption of six information technologies -- PC, Telephone, Cell Phone, Fax, the Internet, and Pager — over a ten year period in thirty one nations. The results show that even after controlling for national economic and social differences, national cultural dimensions significantly predict most IT product adoptions.

CULTURAL UNIVERSALITY VERSUS PARTICULARITY IN CMC

Bernd Carsten Stahl and Ibrahim Elbeltagi

Cultural factors are often identified as a crucial influence on the success or failure of information systems in general and computer-mediated communication (CMC) in particular. This paper goes one step beyond management measures and asks whether there is a theoretical foundation on which one can base the mutual influence of culture and CMC. The paper suggests a Habermasian approach to culture which sees a universal background to particular cultures in the structure of communication which creates and sustains culture. It provides an outlook on how such a Habermasian theory of culture can enable designers and users of CMC to reflect on their activity and improve the quality and reach of CMC.

INSTITUTIONAL IMPACTS ON THE DEVELOPMENT OF AN IT INDUSTRY: THE IRISH EXPERIENCE

Ciara Heavin and Brian Fitzgerald

Ireland's emergence as an economic 'Celtic Tiger' has evolved as a result of Ireland's openness to the global market and to increased overseas investment. The authors propose a conceptual framework of factors that identify the key facets of national involvement that have impacted this software growth. This study investigates the extent to which institutional influences, such as government policies, have contributed to the evolution and growth of Ireland's software industry.

In order to identify this governmental impact on the Irish software sector, the authors identify four small developed countries that have experienced significant IT industry growth. The varying levels of government intervention in these cases are considered, indicating the importance of national involvement in each of the four IT industries.

THE EXPERT OPINION: Interview with Rafael Funes, Founder, President, and CEO of DynaWare México, S.A. de C.V., conducted by Guillermo

Rodríguez-Abitia Rafael Funes has devoted his time to developing software applications for enterprise solutions. In 1993 he created Enterprise

DynaWare, the first Mexican ERP solution to help local companies solve complex operational problems and become more competitive. Rafael is very well known in the IT Industry community in Mexico, and he is a frequent invited speaker at universities and practitioner associations. In this interview, he describes his company's business, strategies, and Mexico's role in the global IT industry.
