

EDITORIAL PREFACE

AUTHOR : Steven John Simon

Global electronic commerce holds the promise of exponential growth and opportunities for businesses to expand their markets. eMarketer expects B2C to grow approximately 1200% between 1998 and 2003, while B2B is expected to grow 12000% during the same period. The greatest expansion in electronic business is expected in the developing regions of Asia and Latin America which is projected to garner 35% of electronic commerce by 2003 (www.emarketer.com). Electronic commerce holds the greatest promise when applied to specific industry groups. The group that has the greatest potential impact for growth via EC is the service sector. This editorial reviews the impact of global electronic business on the trade in services.

ARTICLES

CRITICAL ISSUES OF INFORMATION SYSTEMS MANAGEMENT IN KUWAIT

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ABSTRACT: The purpose of this study is to investigate IS managers' perceptions of the IS management issues in Kuwait, in particular, and the Gulf Cooperation Council (GCC) countries. The opinions of the highest ranked executives or managers for the IS functions are solicited for a sample of Kuwaiti organizations. The results indicate that IS managers are equally concerned with managerial and technology related issues. The overriding priorities are strongly related to the general category of information infrastructure issues. The responding organizations tended to perceive most of the issues more as opportunities rather than problems. A comparative analysis reveals some similarities and differences in the type and ranking of the key issues between Kuwait and the U.S. Moreover, substantial differences exist in this study's key issue framework compared to that of the GCC study that was conducted a decade ago. Thus, the challenge facing these countries is not so much a lack of IT resources, but how to manage, deploy, and leverage these resources to get optimal utilization.

AN EMPIRICAL EVALUATION OF ORGANIZATIONAL MEDIA USE IN SINGAPORE.

AUTHORS: Laku Chidambaram, University of Oklahoma, Michael F. Price College of Business, John Lim, National University of Singapore, Hock Chuan Chan, National University of Singapore, Kyung-Il Han, Indiana University.

ABSTRACT: This paper reports on the organizational and individual determinants of media use in Singaporean organizations. While past research on media use has focused on matching a particular medium with a particular type of task, the current study proposes a "media coexistence" approach. This approach suggests that different media have, at the same time, both unique attributes and similarities. Data was collected using a survey from 151 respondents working in a variety of organizations located in Singapore. The results suggest that media use is multidimensional and not nearly as dichotomous as media richness theory suggests. The media coexistence approach provides a contingency view of media use wherein different media can, depending on individual and organizational factors, serve as substitutes for and complements of each other. The results also highlight the predominance of traditional media in some organizational contexts, even in a high-tech city-state such as Singapore. The implications of these results for practice and research are discussed.

USING GROUNDED THEORY WITH TECHNOLOGY CASES: DISTILLING CRITICAL THEORY FROM A MULTINATIONAL INFORMATION SYSTEMS DEVELOPMENT PROJECT.

AUTHOR: Hans Lehmann, University of Auckland, Department of Management Science and Information Systems.

ABSTRACT: Research into international information systems (IIS) is still a minority area in IS research and there is very little of use as a theoretical framework for researching them. Qualitative, theory building research is needed and grounded theory methods would be the most appropriate. However, grounded theory is a homocentric research method and IIS cases are a hybrid of human, social/organisational and technological case elements. To overcome this discrepancy, an amalgamation of Case study and Grounded Theory methods (CGT) is suggested and demonstrated on the case of a multinational IIS development project.

THE EXPERT OPINION

An Interview with **Ms. Ellen M. Knapp** Vice Chairman and Global Chief Information Officer (CIO), PricewaterhouseCoopers. The interview was conducted by Jaak Jurison,

Fordham University, New York, NY, USA. The interview discussed PricewaterhouseCoopers' business and its global operations.

THE BOOK REVIEW

Written by **Mahesh S. Raisinghani**, University of Dallas.

He reviews "**The Invisible Continent: Four Strategic Imperatives of the New Economy.**" Kenichi Ohmae. Publisher of the book: HarperBusiness, USA, July 2000
In this book Ohmae charts a course for the coming economic revolution. Looking at today's hottest industries--from e-commerce and telecommunications to technology and financial markets, he points out that this new economic order will offer both opportunities and pitfalls comparable to the discovery of a new "invisible" continent. He emphasizes that this new global economy is increasingly driven by the complex interplay of four "dimensions" which companies must master in order to make a stake or effectively regulate the "invisible" continent.