Cross Cultural IS Research Minitrack Introduction

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Cross Cultural IS Research
Minitrack Introduction

This mini-track focuses broadly on international issues in Information Systems (IS) research. The aim of this track is to provide a forum to discuss, develop, and promote a range of issues related to cross cultural IS research, including theories, practice, methodologies and techniques. The track is open to all types of research methodologies (e.g., conceptualization, theorization, case study, experimentation, survey).

This track is specifically inviting for those who are conducting research on the role of national culture in Information Systems. As the globalization of business and systems continues, there is a need for additional study on the cross-cultural adoption and use of IT. Further, it is important to specifically consider cultural dimensions when investigating differences across countries or across cultures. This involves making theoretical connections between the technology and National Culture and testing those relationships with measures of culture.

Although this track was open to most any international topic, it was most intended for those who have gone beyond simple reports of differences between countries or cultures to those who are investigating the reasons for those differences.

The track was open to any topic as it relates to international/cross culture IS, including, but not limited to the following:

- Technology Acceptance/Adoption/Use
- Knowledge Management
- Electronic Commerce
- IT Transfer
- Government IT Applications
- IT System design and implementation
- Organizational and behavioral studies
- Studies of IT success and failure
- IT Management

Five papers have been accepted for presentation, and will be presented in two sessions.

**Session 1**
The first session will have two completed research papers, the first one “Differences in National IT Investment: What Really Matters?”

This paper looks at factors that influenced national investment in information technology during the tumultuous time period 1993 through 2002. The paper uses published data for analysis using regression. The authors found that “whereas spending from 1993-1997 was influenced by national cultural factors such as
uncertainty avoidance and individualism, after 1998 these factors no longer influenced IT investment. Similar to studies of IT usage in the previous decade (1985-1995) (Kraemer, Dedrick et al. 2000), we find that percentage of economies working in services continued to drive IT investment. However, overall country wealth (GDP per capita) was no longer a significant predictor of information technology investment. Interestingly, wealth output per capita per personal computer (PC wealth) explained a portion of the variance in investment among nations. Countries with highest IT spend as a percent of GDP tended to have lower PC wealth. Investment slowed as nations became more productive with their computers, generating greater per capita wealth output per personal computer.”

The second paper is “Gender Stereo-Typing of Computing: Cross Culture Comparison – the US, China, and India.”

While much has been accomplished in overcoming gender stereotypes this paper finds that gender stereotyping in computing continues to exist in different ways in different national cultures. The research is conducted using a simple survey of 638 undergraduate students and comparisons made based on differences observed from survey responses. The authors cite a general observation in the USA that computing is a male dominated occupation, and that females suffer poorer experiences as a result of computing as an occupation or activity. The authors as the question “Does this perception exist in other countries?” The study compared gender perception of computing between countries and also compared the difference of gender perception of computing between males and females in each country. The authors found that “gender stereotyping of computing exist in all subject countries. American females perceived that American males are better at the clerical and office uses of computers and affective responses to computing. Indian males and females perceived that computing was a male domain. Chinese males did not discriminate females in computing, but it is females who perceived that computing was a male domain.”

**Session 2**

Session 2 will have three papers that provide updates to the published papers. The first paper “The Role of Proximity in Willingness to Transact: The Effects of Trust and Culture”

This paper develops a theoretical model that introduces a new construct called proximity. Proximity is “operationalized as a new construct to identify its role in customers’ willingness to transact online. Trust is a well studied phenomenon in ecommerce, but it falls short in explaining some hitherto intangible aspects of online transactions such as how users feel about doing business with a particular company.”

A structural model of the relationships is developed and data from a pilot study used to test the model using PLS. The authors conclude “There are clearly cultural differences in the need for face to face contact when doing business which spill over into the world of e-commerce. We use the proximity construct to effectively explain some differences in behavioural intention that cannot be explained by culture or trust alone.”

The second paper “Deception, Cultural Differences, and Computer Mediated Communication” uses Hofstede’s dimensions as a basis on which to examine cultural
influences on deception. The paper develops a theoretical model for testing using structural equation modeling techniques.

The authors cite “Research indicates “that as much as one-third of daily conversations include some form of deception, broadly construed to include concealed, evasive, ambiguous, or exaggerated information as well as outright lies” (Burgoon Stoner Bonito and Dunbar 2003). As Klein, Tellefsen, and Herskovitz (2006) have noted, there is a growing body of research comparing deception in face-to-face communication to various types of computer-mediated communication (Hayne Pollard and Rice 2003; Zhou Burgoon Twitchell Qin and Nunamaker 2004); however, very few studies have investigated the role culture plays in this relationship. Therefore, this study proposes a framework for understanding the role culture plays in deceptive behavior for both face-to-face (FTF) and computer mediated communication (CMC). The goal of this paper is to test theoretical explanations about the role of culture in deception by the development of a set of hypotheses predicting the conditions under which deception is likely to emerge. The paper concludes with a research strategy and construct measures to test the hypotheses.”

The third paper entitled “Reducing Requirement Perception Gaps through Coordination Mechanisms in Software Development Team” develops a structural model to examine the effects that vertical and horizontal coordination have on perceptual differences and their influence on project performance.

The authors observe that “the body of knowledge about the relationship between multimedia and first impression bias, which has been mainly accumulated in North America, may not be generalizable in other countries because theories ground on one culture may not necessarily apply in other cultures.”

The paper “discusses the importance and necessity of considering the culture dimensions, such as collectivistic cultures versus individualistic cultures, in studying multimedia’s impact on first impression bias.” The authors develop five propositions to test in the structural model and based on first impression, media type (text based versus multimedia based), and culture.

Any researcher working on International IS issues will benefit from attending our sessions. This minitrack is specifically important for researchers conducting research on the role of national culture in Information Systems. We invite you to participate in both of these sessions so that we can discuss, develop, and promote a range of issues related to cross cultural IS research, including theories, practice, methodologies and techniques. We look forward to your participation.