

1993

# CREATIVITY, DISNEY STYLE

WALT DISNEY WORLD Resort Seminar Productions

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# **CREATIVITY, DISNEY STYLE**

## **WALT DISNEY WORLD Resort Seminar Productions**

The WALT DISNEY WORLD Resort is a unique model of organizational creativity studied by business executives from around the world. The same creative approach used in Disney entertainment is the foundation for running each Disney business successfully. This presentation examines three critical elements of the Disney corporate culture — leadership, teamwork, and planning — and explores how each of these elements adds the creative spark to a wide variety of business units. The presentation will also examine how synergy, storytelling, and value creation together form the critical “Disney Difference” that facilitates creativity in different operations. An examination of organizational creativity at WALT DISNEY WORLD Resort highlights ways to create synergy in teams, to enhance leadership skills, to turn ideas into reality, and to effectively communicate a business vision.

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*Fifteenth Annual*

# **International Conference on Information Systems**

*December 14-17, 1994*

*Vancouver, British Columbia, Canada*

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## **CALL FOR PAPERS**

### **IMPROVING PRODUCTIVITY AND ADDING VALUE THROUGH INFORMATION SYSTEMS**

The Program Committee of the International Conference on Information Systems (ICIS) invites the submission of papers to the Fifteenth Annual International Conference on Information Systems, to be held at the Hyatt Regency Vancouver and the Hotel Vancouver. All areas of theory and research in information systems, as well as innovative methods of teaching information systems are appropriate for the Conference.

**Theme.** The theme for ICIS'94 is "Improving Productivity and Adding Value Through Information Systems." Never before in the history of our field has the pressure been greater to justify the worth of information technologies to organizations. Indications of discontent abound:

- the phenomenon of outsourcing, with its implication that IS is peripheral to the business;
- the widespread interest in applying total quality methods to IS;
- and of course the so-called "productivity paradox," the suggestion that large and ongoing investments in IT infrastructure have not resulted in significant productivity improvements.

These and similar trends argue strongly that we should be directing as much research and scholarship as possible toward improving understanding of the true value that IT can and does offer, and the productivity improvements available through it. The 1994 Conference provides a timely opportunity for discussing and debating these topics. Contributions focusing on the Conference theme in the following areas are encouraged:

- methods for information system design, development, and implementation
- the characteristics of information systems and support technologies
- the social, economic, and ethical consequences of using IS
- the management of IS
- IS education and curricula
- research methods relevant to IS

Contributions may be in the form of original Research Papers, Panels, or Research-in-Progress. All of these submissions will be refereed by the Program Committee and outside reviewers. The program will also contain invited presentations and/or tutorials.

**Research Papers.** Submitted research papers should be original, neither published nor under publication consideration elsewhere. The Program committee particularly encourages papers that focus on the Conference theme and that:

- employ novel theoretical, data collection, or analysis methods
- question, expand, and/or provide particularly interesting perspectives on information systems research or practice
- provide a theoretical-based description of experiences with technology by individuals, groups, organizations, or governments
- give empirical data on interesting information systems phenomena
- make use of creative multi-institutional or multi-disciplinary research approaches

All research papers received by the submission deadline will be considered for presentation at the Conference. All submissions will be reviewed thoroughly and promptly, and detailed comments will be returned to the authors. All research papers accepted for ICIS will be published in full in the Conference Proceedings.

**Technical Papers.** A special concern of the Program Committee in 1994 is to attract a larger number of submissions addressing technical aspects of IS. The current Program Committee includes several scholars with the necessary technical strengths to support this activity, and such papers are invited. Criteria appropriate for reviewing technical papers will be applied.

**Research in Progress.** A third type of submission sought by the Program Committee is descriptions of research in progress. Submissions of this type do not require complete analysis of results, although some preliminary results are necessary. Each research-in-progress submission is limited to eleven pages: a one-page abstract and a ten-page paper that covers the following topics: research question(s) being addressed; theoretical foundations; research methodology being used; challenging issues that have arisen in conducting the research and approaches taken for addressing these issues; and preliminary results.

Submitted research-in-progress papers will be refereed and evaluated on their relevance to the Conference theme, the insights provided for IS researchers, and the potential for important findings. A one page abstract of accepted papers will be published in the Proceedings.

**Panels.** The Program Committee encourages proposals for panels that examine innovative, controversial or otherwise provocative issues of interest to the field. Proposals will go through a review process. A panel should focus on a common theme, and should not be a collection of works in progress. The best panels at previous conferences have often been structured as debates, giving opportunity for audience participation, but the Committee is open to new ideas. Prospective Panel Chairs are encouraged to discuss panel ideas with the Program Co-Chairs before submitting a panel proposal.

A panel proposal should be submitted by the Panel Chairperson, who will be responsible for coordinating the panel. The proposal should include a brief summary of the topic to be covered and the names and affiliations of two or three panelists who have made a commitment to participate. The Program Committee reserves the right to modify panel proposals in order to complement other parts of the Conference program. A one page description of accepted panels will be published in the Conference Proceedings.

**Awards.** Three research papers presented at the Conference will be selected for Best Paper Awards. One award of \$1,000 will be given for the best overall paper, one award of \$750 for runner-up best paper, and one award of \$1,000 for the best paper addressing the theme. An award of \$1,000 will also be presented to the winner of the Doctoral Dissertation Competition.

**ICIS Policies.** Following the ICIS Program Committee's decision to publish or reject a paper, it may be submitted without prejudice to any journal. Many IS journals will consider for publication in revised form a paper presented at ICIS or published in the Proceedings, if it meets their publication standards. This preserves the right of ICIS for first presentation and the journal's right for archival presentation.

To encourage broad participation, ICIS limits individual appearances on the ICIS program to only one role (i.e., as paper or tutorial presenter, panel member, session chair, or discussant). The only exception to this policy is for authors who have more than one paper accepted and for whom no co-authors are able to present the additional paper(s).

**Instructions to Authors.** Five copies of complete papers or panel proposals must be received no later than **March 4, 1994**. Diskette and electronically transmitted papers will not be accepted. The body of a research paper, exclusive of references, must not exceed **5,000 words** (approximately 25 typewritten, double-spaced pages of 200 words per page). The body of a paper describing research in progress, exclusive of references, must not exceed **2,000 words**. Authors are required to indicate the exact word count on their submission on the title page. Research papers exceeding 5,000 words and Research-in-Progress papers exceeding 2,000 words will be rejected and returned to the authors. To facilitate the blind

refereeing process, the authors' names and affiliations should appear only on a separate title page. The language of the Conference is English.

Authors whose papers are selected and panelists who are members of accepted panels are expected to register for the Conference. Authors retain copyright ownership of papers published in the ICIS Proceedings.

Five copies of each submission should be sent to the Program Co-Chair:

**Dr. Sid L. Huff**

Western Business School

University of Western Ontario

London, Ontario N6A 3K7 CANADA

Phone: (519) 661-3235

E-mail: shuff@novell.business.uwo.ca

Fax: (519) 661-3485

For information on any aspect of the Conference other than program, panel, and paper submissions, contact either of the Conference Chairpersons:

**Dr. Izak Benbasat**

or

**Dr. Robert C. Goldstein**

Faculty of Commerce

University of British Columbia

2053 Main Mall

Vancouver, British Columbia V6T 1Z2 CANADA

Telephone: (604) 822-8396

E-mail: izak@unixg.ubc.ca

Fax: (604) 822-9574

(604) 822-8389

goldstei@unixg.ubc.ca

(604) 822-9574

### Important Dates

Submission Deadline:

March 4, 1994

Acceptance Notification

June 13, 1994

Final Version Due:

July 22, 1994

Conference:

December 14 - 17, 1994

**Doctoral Consortium.** In the two days prior to ICIS'94, forty doctoral students will attend a consortium on Vancouver Island. Students will have the opportunity to present and discuss their dissertation research with other doctoral students and a group of senior scholars. Participation is by nomination only. Doctoral programs throughout the world are sent nomination details. For more information, please contact:

**Dr. Yair Wand**

Faculty of Commerce

University of British Columbia

Vancouver, British Columbia V6T 1Z2 CANADA

Phone: (604) 822-8395

Fax: (604) 822-9574

E-mail: wand@unixg.ubc.ca

## Program Committee

### Program Co-Chairs:

Sid L. Huff  
Western Business School  
University of Western Ontario  
London, Ontario N6A 3K7  
CANADA

shuff@novell.business.uwo.ca  
Phone: (519) 661-3235  
Fax: (519) 661-3485

Malcolm C. Munro  
Faculty of Management  
University of Calgary  
Calgary, Alberta T2N 1N4  
CANADA

munro@acs.ucalgary.ca  
(403) 220-7147  
(403) 282-0095

Fran Ackerman  
University of Strathclyde, Scotland

Niv Ahutiv  
Tel Aviv University, Israel

Cynthia Beath  
Southern Methodist University,  
USA

Francois Bergeron  
Université Laval, Canada

Andrew Boynton  
International Institute for  
Management Development,  
Switzerland

Carol V. Brown  
Indiana University, USA

Wynne Chin  
University of Calgary, Canada

Deborah Compeau  
Carleton University, Canada

Abhijit Gopal  
University of Calgary, Canada

Rebecca Grant  
University of Victoria, Canada

Stephen Hayne  
University of Calgary, Canada

Chris Higgins  
University of Western Ontario,  
Canada

Rolf Høyer  
Norwegian School of Management,  
Norway

Sirkka Jarvenpaa  
University of Texas-Austin, USA

Tawfik Jelassi  
INSEAD, France

Chris Kemerer  
Massachusetts Institute of  
Technology, USA

Jiro Kokuryo  
Keio University, Japan

Michael V. Mannino  
University of Washington, USA

Sal March  
University of Minnesota, USA

James McKeen  
Queen's University, Canada

Jonathan Miller  
University of Cape Town,  
South Africa

Boon Siong Neo  
Nanyang Technological University,  
Singapore

Michael Newman  
University of Manchester, UK

Alain Pinsonneault  
Hautes études commerciales,  
Canada

Blaize Homer Reich  
Simon Fraser University, Canada

Ron Rice  
Rutgers University, USA

Markku Saaksjarvi  
Helsinki School of Economics,  
Finland

Peter Seddon  
University of Melbourne, Australia

Maung Sein  
Florida International University,  
USA

Donna Stoddard  
Harvard University, USA

Veda Storey  
University of Rochester, USA

Andrew Trice  
University of British Columbia,  
Canada

Betty Vandebosch  
Case Western University, USA

Chris Wagner  
University of Southern California,  
USA

Richard Wang  
Massachusetts Institute of  
Technology, USA

Jane Webster  
Pennsylvania State University,  
USA