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PANEL 2

EUROPE 1992: RESEARCH ISSUES RELATED TO THE STRATEGIC USE OF INFORMATION TECHNOLOGY

Panel Chair: Charles Wiseman, Columbia University

Panelists: Claudio Ciborra, University of Trento
          Joachim Griese, University of Bern
          Helmut Krcmar, University of Stuttgart
          Jerry Mechling, Harvard University

The main theme of this panel may be stated simply: The efforts of the twelve member European Community (EC) to form a single market in 1992 represent an unprecedented opportunity to explore the strategic use of information technology in all its complexity. Accordingly, the panel has a twofold purpose:

1. To highlight strategic information systems (SIS) issues emerging from the EC/92 initiative.
2. To stimulate interest among ICIS members so that a series of interrelated research projects may be undertaken over the next decade to investigate the SIS implications of EC/92 for EC and non-EC members such as the United States, the EFTA block, Eastern European nations, the Soviet Union, and Japan.

The issues to be discussed include, but shall not be limited to, the following:

1. The process of organizational change related to the strategic use of information technology in different EC industries and enterprises.
2. The role of certain infrastructure technologies such as telecommunications and EDI in the evaluation of SIS within the EC.
3. Opportunities and barriers for SIS application involving technology transfer within the EC and between the EC and other countries and groups.