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# IS RESEARCH USING THEORY FROM ELSEWHERE

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The papers in this issue all use theory and methods from other disciplines to shed light on IT and IS phenomena. Thatcher and Clemons (2008) apply mathematical modeling from economics , Raghavan, Sakaguchi, and Mahaney (2008) employ theory from organizational behavior in an empirical study, and Chang and Yuan (2008) combine computer science, engineering, and management theory to develop a forecasting algorithm. Together they epitomize the role of information systems as an interdisciplinary field of study.

Thatcher and Clemons (2008), in this analytical paper, investigate the effect of adverse selection on participation in the individual health insurance market, given coverage bundling schemes offered by the insurers. This is a very timely topic in public policy, as health insurance coverage has become the focus of much attention in the US. With many individuals uninsured and health care costs very high, it seems likely that political leaders will be searching for alternative public policy regimes to solve the problem.

The current paper focuses on a specific framing of the problem: how to maximize public participation in individual health insurance at affordable prices. The technological assumption is that consumers may make use of information about their genetic predispositions toward specific health risks, but that insurers will not be allowed to do so. Consumers may have high, medium, or low levels of risk aversion. Insurers may offer pure bundled policies (all risks), single disease policies, and/or exclusion policies that exclude certain risks.

The results of the paper show that the coverage bundles offered by the insurers markedly affect participation. Of course, as is true with much economic modeling work, there is a tradeoff between the strong assumptions required to render the problem tractable and its relationship to reality. Nonetheless, researchers interested in the economics of information technology or of insurance, or interested in information privacy, as well as those interested in public health policy are likely to find its conclusions of interest.

Raghavan, Sakaguchi, and Mahaney (2008) bring the theory of organizational justice to the IS development table. Does organizational justice affect the performance of the IS development effort. This empirical study applies organizational justice concepts, borrowed from the management literature, to determine whether distributive, procedural, and interactional justice affect the efficiency and effectiveness of the project and whether it is finished on time. It also sought to determine whether the status of the respondent, as an employee or contractor, moderated these effects. The study used a sample of survey questionnaires from 103 recent project participants to provide data that was analyzed using a PLS model.

This study has direct implications for IS research on the human and organizational aspects of project management and indirectly on the management of information systems in general.

Chang and Yuan (2008) use collaborative prototyping and existence,

relatedness, and growth (ERG) theory, to improve the process of developing new product designs that satisfy human needs. They combine collaborative prototyping and ERG theory in a Markovian system to develop an algorithm to predict human needs. Then they use the algorithm in a simulation to show that it is superior to Maslow theory in prediction performance. The paper is expected to be of interest to social and organizational researchers interested in information technology and organizational or product problems.

## REFERENCE

Chang W.-L., and S.-T. Yuan, "A Synthesized Model of Markov Chain and ERG Theory for Behavior Forecast in Collaborative Prototyping," *Journal of Information Technology Theory and Application (JITTA)*, 9:2 2008, 45-63.

Raghavan, V. V., T. Sakaguchi, and R. C. Mahaney. "Organizational Justice Perceptions and Their Influence on Information Systems Development Project Outcomes," *Journal of Information Technology Theory and Application (JITTA)*, 9:2 2008, 27-43.

Thatcher, M. E., and E. K. Clemons, "Bundling Economics Under Adverse Selection in the Individual Health Insurance Market," *Journal of Information Technology Theory and Application (JITTA)*, 9:2 2008, 1-25.