

## Guest Editor's Introduction

### PACIS 2012 Special Issue

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Sponsored by the Association of Information Systems (AIS), the Pacific Asia Conference on Information Systems (PACIS) is the premier annual information systems (IS) conference in the region. It serves to provide a platform to researchers and practitioners to share their research findings and practices in the field of information systems and management.

The theme of PACIS 2012 is "IS Innovation in Pacific Asia" and Ho Chi Minh city, Vietnam was chosen to host the conference. In recent decades, this region has undergone remarkable economic progress and rapid development. Amidst the dynamism of growing change and transformation, organizations and the society at large face unique challenges as a result of the diverse economic, political, and sociocultural contexts in this part of the world. Their development experience, therefore, has stood out as an extraordinary example of how information systems and technology are being leveraged in generating new solutions. Meanwhile, as we deliberate on the impacts of such a diverse and dynamic context on the unique application of IS, we should consider deeply the effects of IS innovation on the environment. In other words, it represents an opportunity for the IS researchers and practitioners to think about how information and communication technologies can contribute to the advancement of the social, cultural and economic well-being of our region.

After a comprehensive reviewing process, 130 regular papers and 51 research-in-progress papers were accepted for the conference, addressing issues specific to the conference theme as well as general IS research. For this special issue, three research articles from PACIS 2012 are selected. These papers are extended, further reviewed and revised by the authors.

In the first paper of the special issue, Bromberg, Techatassanasoontorn and Díaz Andrade have explored digital storytelling as a discovery learning method that could improve the student engagement in their paper "Engaging Students: Digital Storytelling in Information Systems Learning". In contrast to the traditional lecture organization, they posit that digital storytelling has a great potential to encourage the student's ownership and class involvement since they are given the opportunity to design, create and present the class materials with various computer-aided mixed media such as audio, video and images. More specifically, the paper aims to demonstrate the significance of this method in helping the students to better grasp and develop core knowledge around complex IS concepts. Through a self-reflection questionnaire, the experience of 120 students in developing digital stories for an introductory IS course in Auckland University of Technology were collected and analysed. The correlational analysis affirms the authors' stand where such method enhances the engagement and thus improve the learning results. Meanwhile, to achieve positive learning experience of students, the thematic analysis suggests that a careful pedagogical design that considers the peer perceptions of

stories, team planning and cohesion, perceived engagement and value, and perceived fairness of the assessment is the key.

The second paper "Disaster Recovery – New Challenges and Opportunities for Business Process Management Research and Practice" by Marjanovic and Hallikainen, examines the disaster recovery process for the identification of pertinent theories for future IS-related studies. The process perspective of disaster recovery constitutes a significant research area because the unpredictability of disaster, collaborative nature of disaster management activities and the involvement of various types of organization and agencies place a high demand and unique challenges on the process management and coordination, leading to new opportunities for IS-related research and practical contributions. Guided by the two frameworks of Harmon's business process management pyramid and Davenport's knowledge work matrix, an in-depth literature review is conducted. With that, the paper identifies the characteristics of disaster recovery context and processes. More importantly, relevant theories, together with key aspects of disaster recovery process management are proposed, pointing out promising new research directions.

The special issue ends with Hung, Yu, Chen and Hsu's paper of "Enhancing Organizational Fit Factors to Achieve ERP Project Success". Since each organization has a unique structure and way of conducting business, organizational fit or the alignment between ERP and organizational factors becomes critical for a successful ERP implementation. However, while organizational fit relates to the adoption decision made earlier in an ERP project, it is further contended by the authors that the system and business process adaption, as well as the project management during the ERP implementation could increase the chances of ERP success. Therefore, the authors develop a theoretical model in order to unveil the direct effect of organizational fit factor on ERP project success, and the moderating effect of organizational adaptation and project management factors on the relationship between organizational fit and ERP success. With the data drawn from a survey of 69 Taiwan companies, the authors test eight hypothesized relationships. The regression analysis shows support to the significance of investigating ERP system success from both the project management and organizational fit perspectives.

## About the Guest Editor

**Dr. Shan-Ling Pan** is Deputy Head and Associate Professor in the Department of Information Systems, School of Computing at the National University of Singapore. He received his MBA degree from University of Texas, MA degree from University of London and Ph.D. degree in Industrial and Business Studies from the University of Warwick, UK.

Dr. Pan's primary research focuses on the recursive interaction of organizations and information technology (enterprise systems), with particular emphasis on organizational issues such as work practices, cultures, structures, decision-making, change, strategy implementation that often require qualitative research methods. Specifically, he is interested in understanding the complex issues related to the adoption, implementation and use of enterprise systems within organization.

Dr. Pan was a winner of NUS teaching awards (2003, 2004, 2006 and 2009). His teaching interests include E-government, Knowledge Management Systems and Organizations, Enterprise Systems, and Case Study Methods. Dr. Pan is serving on the editorial boards of *MIS Quarterly*, *Information Systems Research*, *Information and Management*, *Electronic Commerce and Research and Application*, and *Communications of AIS*.