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From data warehouses to transformation hubs - A conceptual architecture

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ECIS 2009 Panel Title: A Call for Action in Tackling Environmental Sustainability through Green Information Technologies and Systems

Focus of Panel: Companies are coming under increasing pressure from shareholders, regulatory bodies, employees, and customers to address environmental sustainability. As companies grapple with this challenge, a realization is emerging that IS/T (information technologies and systems) can play a pivotal role in driving change in this area. For example, CIOs recently singled out 'Green IT' as the most important strategic technology for 2008 and the Green IT service market is expected to reach nearly $5 billion by 2013. Unfortunately, IS academics have only taken a minor interest in the environmental sustainability challenge. We will argue that the flow of knowledge between IS practice, education, and research has become critical due to the gravity of the world's environmental challenges. Therefore, the purpose of this panel is to provide IS academics with an increased awareness of environmental sustainability issues, a motivation to contribute, and an understanding of how and where this may be possible.

Panelists & Structure of Panel: The panel will be chaired by **Jane Webster**, E. Marie Shantz Professor of MIS, Queen's University, Canada. As the IT industry has the most experience with Green IT/S, we will begin the panel with practice. **Brian Donnellan,** faculty member, Business Information Systems Group, National University of Ireland, and **Charlie Sheridan,** senior staff engineer, Intel's Information Technology Strategy Architecture and Innovation (SAI) organization, will outline their participation in an industry-led consortium developing a management framework to integrate Green IT/S initiatives into organizations. They will argue that policies implemented by CIOs can have a profound effect on (a) how people work, (b) how much people travel, and (c) how resources such as electricity, paper and petrol get consumed. CIOs are thus in a position to play a key role in enhancing brand value, meeting compliance requirements, and enhancing competitiveness. **Mark Huber,** Senior MIS Lecturer, University of Georgia, will take these concepts into the classroom. He will argue that student projects are an effective and engaging way to integrate sustainability into an IS curriculum. He will provide background data on sustainability and curricula and give examples of student projects from his *Project Management* and *Systems Analysis and Design* classes. Next, **Steve Elliot,** Professor and Head of Business Information Systems, University of Sydney, Australia, will propose a framework for developing corporate capabilities and an industry-relevant IS research agenda based on Green IT/S case studies. He will argue that IT/S has the potential to make a unique contribution to environmental sustainability since IT/S represents both a problem and a potential solution. Unfortunately, many organizations remain unsure how to proceed and researchers are unsure how they can contribute. Dr. Elliot's framework will provide this direction. **Tracy Jenkin,** Adjunct Professor of MIS, Queen's University, will expand on Dr. Elliot's framework to present a comprehensive research framework for Green IT/S research. This will include not only environmental sustainability strategies, but forces that influence the chosen strategies, levels of impact, and the cognitive and behavioral changes needed within and across these levels. She will close by identifying gaps in the literature and suggesting opportunities for future research. **Marie-Claude Boudreau,** Associate Professor of MIS, University of Georgia, will conclude the panel with a call for action: she will argue that we, as IS researchers, educators, journal editors, and association leaders, cannot simply be sitting on the sidelines of the greatest environmental challenge faced by human civilization. Rather, we need to show leadership in applying the transformative power of IT/S to create an environmentally sustainable society. Dr. Boudreau will close by suggesting a set of action items that the IS academic community should carry out.