

# BISE – Call for Papers Issue 3/2012

## Information Systems and Culture

DOI 10.1007/s12599-010-0133-5

### The Authors

**Prof. Dr. Armin Heinzl** (✉)  
University of Mannheim  
68131 Mannheim  
Germany  
[heinzl@uni-mannheim.de](mailto:heinzl@uni-mannheim.de)

**Prof. Dr. Dorothy E. Leidner**  
Hankamer School of Business  
Baylor University  
P.O. Box 98005  
Waco, TX 76798-8005,  
USA  
[Dorothy\\_Leidner@baylor.edu](mailto:Dorothy_Leidner@baylor.edu)

Published online: 2010-11-09

This article is also available in German in print and via <http://www.wirtschaftsinformatik.de>: Heinzl A, Leidner DE (2010) WI – Call for Papers Heft 3/2012. Informationssysteme und kulturelle Einflussfaktoren. WIRTSCHAFTSINFORMATIK. doi: 10.1007/s11576-010-0250-2.

© Gabler Verlag 2010

### 1 Special Focus

Culture is recognized as an important factor influencing the development, deployment and use of information systems. It relates to the organizational, professional and national attitudes, values, goals, and practices of the actors involved. Cultural awareness is a key capability for avoiding problems and ensuring a proper fit between individuals, tasks, and information technology.

For instance, professionals from different nations with differing cultural backgrounds and capabilities have continuously increased their level of cooperation in order to develop new systems and services. The success of nearshoring or offshoring projects largely depends on man-

aging the cultural diversity of the professionals on the client and the vendor side. Moreover, offshoring vendors have developed global delivery models in order to combine local and cultural characteristics to enhance global operations. In the deployment phase, the cultural values embedded in the system deployed by the vendor may differ enormously from the cultural assumptions of the client organization. In the use phase, the business or service processes supported often also span many boundaries of systems and organizations. Therefore, the cultural diversity of the users and a variety of other stakeholders needs to be taken into account as well.

This special focus issue of the BISE journal is seeking IS research contributions which explicitly take cultural aspects in every stage of the IS lifecycle into account.

Contributions from research and business practice on the following (and related) topics are invited:

- National and organizational aspects of culture in IS
- Theories and models which address culture in IS
- The influence of culture on the choice of research methodology
- Research methodologies that specifically apply for culture
- Comparative studies covering multiple cultures
- Culture and individual characteristics
- Observable properties of culture in IS
- Case studies of IS (development, deployment, adoption, diffusion) in different cultures
- The role of gender in IT in different cultures
- Concepts and examples of cultural intelligence
- Further aspects of culture and IS

### 2 Submission

Please submit papers for the sections BISE – Research Paper and BISE – State

of the Art by 2011-07-01 at the latest via the journal's online submission system (<http://www.editorialmanager.com/buis/>). Please observe the instructions regarding the format and size of contributions to Business & Information Systems Engineering (BISE)/WIRTSCHAFTSINFORMATIK. Papers should not exceed 10 pages; this amounts to 50,000 characters including spaces, minus 5,000 characters per page for illustrations. Detailed authors' guidelines can be downloaded from <http://www.bise-journal.org>.

All papers will be reviewed anonymously (double-blind process) by several referees with regard to relevance, originality, and research quality. In addition to the editors of the journal, including those of this special focus, distinguished national and international professionals with scientific and practical backgrounds will be involved in the review process.

Complementary articles covering topics of this special focus are also more than welcome.

Accepted papers will appear identically in English and German. The English-language version will appear in Business & Information Systems Engineering (BISE), the German-language version will appear in WIRTSCHAFTSINFORMATIK. Accepted papers will be translated in close cooperation with the authors and a professional team of translators.

### 3 Schedule

Submission deadline: 2011-07-01  
Author notification: 2011-08-26  
Completion of first revision: 2011-10-28  
Author notification: 2011-12-16  
Completion of a second revision (if needed, monolingual): 2012-01-20  
Completion of a second revision (if needed, bilingual): 2012-02-17  
Planned publication date of Issue 3/2012: June 2012

# Electrifying, dynamic, innovative. IT is my world!

Patrick Rumpel,  
Allianz Deutschland AG, IT Manager



**Handling complex tasks with the most modern technology.** Allianz IT means excitement and challenge. Every day, everywhere in Germany. Together with our colleagues, we are on a constant search for the optimum solution.

What are you searching for?

[www.perspektiven.allianz.de](http://www.perspektiven.allianz.de)

**Allianz** 



One name.  
One brand.  
One bank.

Commerzbank – a strong partner for Germany.

COMMERZBANK



The new Commerzbank unites the strengths of Commerzbank and Dresdner Bank. As the leading bank for retail and corporate clients in Germany, we combine strong local links and a long tradition with the end-to-end expertise and power of an international network. In this way, we live our core values of partnership and performance: in our dealings with clients, investors and employees, and in providing outstanding quality and service. This makes us a reliable, strong long-term partner – Germany's bank of choice. [www.commerzbank.com](http://www.commerzbank.com)

Achieving more together

# Business oder Technologie? Wieso oder? Oder kennen Sie ein Business, das ohne Technologie auskommt?

McKinsey sucht Berater(innen) für das Business Technology Office.

Der effektive Einsatz von Technologie löst unternehmerische Probleme und steigert somit den substanziellen Wert eines Unternehmens nachhaltig. Genau das ist das Ziel unserer Beratung. Wir helfen unseren Klienten, Investitionen in Technologie erfolgreich zu managen und mit den strategischen Prioritäten des Geschäfts in Einklang zu bringen. Wenn Sie diese vielfältige Herausforderung annehmen, werden Sie auf über 500 Kollegen an rund 50 Standorten in mehr als 25 Ländern treffen. Und werden damit Teil des globalen Business Technology Office – eines der größten und am schnellsten wachsenden Büros von McKinsey & Company. Alle weiteren Informationen finden Sie auf unserem Karriereportal.

[bto.mckinsey.de](http://bto.mckinsey.de)





# FIND KEY INSIGHTS IN JUST A FEW KEYWORDS

They're in your company. They're in your data. Hidden insights and patterns that can support your critical business decisions. Introducing **SAP® BusinessObjects™ Explorer**, an intuitive information discovery tool that lets you search vast amounts of data in seconds. Need to know what style heels are in vogue on the King's Road? Looking for cost-efficient ways to get silk from India shipped to you faster? SAP BusinessObjects Explorer lets you instantly discover the answers you need to know, as well as the questions you didn't know to ask. It's how business is done in a clear new world. Visit [sap.com/keyinsights](http://sap.com/keyinsights)

THE BEST-RUN BUSINESSES RUN SAP™





# Deutsche Telekom Laboratories



## We shape the future

Deutsche Telekom Laboratories are Deutsche Telekom's research and development institute. Established under private law, this scientific facility is an affiliated institute of the renowned Technische Universität (TU) Berlin. At Telekom Laboratories, some 350 scientists from around the world and experts from the Deutsche Telekom Group develop new, innovative services and solutions for the Group's customers. The founding of new spin-off companies is another way the Group utilizes Telekom Laboratories' results.

Cooperation with the TU Berlin, other universities and industry partners creates a bridge between business and science in order to turn ideas into marketable innovations as quickly as possible. Telekom Laboratories' innovative processes are based on "open innovation" principles that enable the free exchange of ideas and information between selected institutions and companies. The objective is to capture synergy effects and to continue enhancing research results, as

quickly and efficiently as possible, through interchange. This also encompasses the inclusion of users and customers in the innovation process, as enabled by a number of inventive methods.

As part of its activities, Telekom Laboratories focuses on five fields of innovation (5i):

- Intuitive Usability of services and devices
- Integrated Service Components
- Intelligent Access
- Infrastructure for IT and telecommunications
- Inherent Security

The business and information systems engineering offers useful interdisciplinary approaches for all these areas of innovation. Subject matter includes, for example, modeling, methods and tools for process innovations, agile architectures for information and communication technologies (ICT), technology-oriented management approaches and techno-economic assessments. The aim is to safeguard the economic sustainability of innovations for the Group.

Telekom Laboratories is divided into two areas: The Innovation Development Laboratory focuses on near-market developments with a time horizon of 18 months to three years. In the Strategic Research Laboratory, scientists holding seven professorships work on long-term technology and applied research.

Aside from its Berlin headquarters, Telekom Laboratories also operate facilities in Darmstadt (Germany), Beer Sheva (Israel) and Los Altos (United States).

Contact:

Deutsche Telekom Laboratories  
Ernst-Reuter-Platz 7, 10587 Berlin  
E-mail: [wi.laboratories@telekom.de](mailto:wi.laboratories@telekom.de)  
[www.laboratories.telekom.com](http://www.laboratories.telekom.com)

## Deutsche Telekom Laboratories

An-Institut der Technischen Universität Berlin



# Strategic International Management in 20 lessons on key issues



WWW.GABLER.DE



Dirk Morschett / Hanna Schramm-Klein / Joachim Zentes

## **Strategic International Management**

Text and Cases

2. Ed. 2010. X, 470 pp. Softc. EUR 42,00

ISBN 978-3-8349-2535-0

„Strategic International Management“ takes a global perspective and covers the major aspects of international business strategies, the coordination of international companies and the particularities of international value chain activities and management functions. The book provides a thorough understanding of how Production & Sourcing, Research & Development, Marketing, Human Resource Management and Controlling have to be designed in an international company and what models are available to understand those activities in an international context.

The book offers 20 lessons that provide a comprehensive overview of all key issues. Each lesson is accompanied by a case study from an international company to facilitate the understanding of all important factors involved in strategic international management.

In this second edition, all chapters have been updated, all case studies revised and recent data were integrated. The concept, though, remained unchanged.

### **Content**

- Introduction to Strategic International Management
- The External Environment
- International Coordination
- Foreign Operation Modes
- Selected Value Chain Activities
- Selected International Business Functions

### **The Authors**

Dirk Morschett is Professor of International Management at the University of Fribourg, Switzerland. He holds the Liebherr/Richemont Endowed Chair for International Management and is responsible for the Master of Arts in European Business at the University of Fribourg.

Hanna Schramm-Klein is Professor of Marketing at the University of Siegen, Germany. She holds a Chair for Marketing and teaches International Marketing, Marketing and International Management at the University of Siegen and in different MBA programmes.

Joachim Zentes is Professor of Management and Marketing at the Saarland University, Saarbrücken, Germany. He is Director of the H.I.MA. (Institute for Commerce & International Marketing) and Director of the Europa-Institut at Saarland University. He holds a Chair in Business Administration, with a focus on Foreign Trade and International Management.

Order your copy now:  
buch@gabler.de Telefon +49(0)611. 7878-626

