

Information Systems for a Sharing Society

Rethinking IS Strategy and Governance in the Digital Age

Track Description

In the digital age, innovative technologies significantly influence work processes, products, services, and business models, e.g., by connecting individuals, organizations, machines, and other ‘things’ in new ways, as well as by enabling novel working, collaboration, and automation models (Fitzgerald et al., 2013). For companies, this development often poses a significant challenge. To succeed in this changing competitive environment, companies must unfold the potential of digital technologies in their business strategies, transform their work routines, processes and structures, rethink their business models, as well as manage and govern IT infrastructures that are the central to their value propositions (Legner et al., 2017). In short, pervasive digitalization has increased the importance of information technology (IT) and transformed the demands placed on organizations’ IT functions. Besides ensuring regular IT operations, IT functions are increasingly required to proactively identify technological innovations and to rapidly transfer them into marketable solutions – and with that to directly contribute to the company’s central value propositions (Urbach et al., 2017).

In this context, IS strategizing and governance represent key activities for the effective deployment of IT resources and ultimately for value creation through IT. The emergence of new digital technologies (e.g., artificial intelligence [AI], big-data analytics, blockchain, cloud computing) and infrastructures (e.g., digital platforms and ecosystems), novel value-creation processes and work practices (e.g., human-robot collaboration, resource sharing) along with the availability of unprecedented data volumes challenge existing conceptualizations and theories related to IS strategy and governance (Markus, 2017; Newell & Marabelli, 2015). For instance, while cloud services may make the IT artefact seemingly disappear, the challenge of governing the design and use of such services and associated IT resources has become even more acute (Schneider & Sunyaev, 2016). Digital business models that revolve around resource sharing and/or complex product-service offerings not only challenge organizational boundaries, but also established ideas about ownership of resources, tasks, and outputs (Schor, 2014). Similarly, while AI-based algorithms can automate business processes, they highlight even more urgently, the need for data fidelity and process management (Tarafdar et al., 2017). At the same time, in organizations where more ‘traditional’ technologies and work practices are still dominant, IS strategy and governance challenges remain highly important and complex (Wiener et al., 2016).

The objectives of the proposed track are two-fold. One, from the point of view of scholarly research, the objective is to foster and promote novel theories and concepts on IS strategy and governance, with a particular focus on the manifold opportunities and challenges associated with the pervasive digitalization of business and society. Two, the track aims at offering insights that enable IS practitioners to leverage emerging digital technologies, respond to

Information Systems for a Sharing Society

digitalization challenges, and ultimately, to make effective use of available IT resources. The track is open to all types of contributions—including research in progress—studying IS strategy and governance topics from different stakeholder perspectives, in different contexts and settings (e.g., for-profits and non-profits), at different levels of analysis (e.g., individual, project, program, corporate, network, and societal level), and with different theoretical perspectives and methodological approaches (e.g., conceptual and empirical studies).

We particularly welcome studies that address the conference theme “Information Systems for a Sharing Society” by focusing on IS strategy and governance issues related to the sharing of IT and other resources.

Topics of interest include, but are not limited to:

- Digital strategizing and strategy implementation (e.g., link to overall business strategy, development of digital capabilities, sustainability of digital strategies, translation of strategic objectives into governance practices and structures)
- Strategic impact of emerging digital technologies (e.g., artificial intelligence, blockchain, big-data analytics, cloud computing) on business models, governance structures, and processes, etc.
- Governance of digital transformation and innovation processes (e.g., new governance models for complex organizations, such as companies operating with dual/coexisting traditional and digital business models)
- Changing role of CIO function & New role of CDO function (e.g., ‘digital race’ between CIO and CDO, structure and nature of business-IT relationships)
- Data-driven leadership and control approaches (e.g., algorithmic performance management, IT-mediated control of work processes)
- Governance of digital value-creation processes and networks (e.g., Industry 4.0 and cyber-physical systems, IT-enabled product-service systems, digital platforms and ecosystems, resource sharing, etc.)
- Governance of novel work practices (e.g., agile software development, human-robot interaction and collaboration) and sourcing models (e.g., crowdsourcing, multi-sourcing, open-sourcing, and back-sourcing)
- Information security governance (e.g., cybersecurity frameworks, standards, and policies for critical infrastructures)
- Dark side of digital strategies/governance, including ethical issues as well as undesired ecological, economic, and socio-emotional side-effects (e.g., technostress)
- Critical reflections on IS strategy and governance in the digital age (e.g., truly ‘new’ features and challenges of digitalization, links to traditional research streams)
- Novel theoretical perspectives and research approaches that broaden, or challenge, our understanding of IS strategy and governance in the digital age

References

Fitzgerald, M., Kruschwitz, N., Bonnet, D., and Welch, M. (2013) “Embracing Digital Technology,” *MIT Sloan Management Review*.

Information Systems for a Sharing Society

- Legner, C., Eymann, T., Hess, T., Matt, C., Böhmman, T., Drews, P., Maedche, A., Urbach, N., and Ahlemann F. (2017) “Digitalization: Opportunity and Challenge for the Business and Information Systems Engineering Community,” *Business & Information Systems Engineering*, 59(4), 301-308.
- Markus, M. L. (2017) “Datification, Organizational Strategy, and IS Research: What’s the Score?” *Journal of Strategic Information Systems*, 26(3), 233-241.
- Newell, S., and Marabelli, M. (2015) “Strategic Opportunities (and Challenges) of Algorithmic Decision-Making: A Call for Action on the Long-Term Societal Effects of ‘Datification’,” *Journal of Strategic Information Systems*, 24(1), 3-14.
- Schneider, S., and Sunyaev, A. (2016) “Determinant Factors of Cloud-Sourcing Decisions: Reflecting on the IT Outsourcing Literature in the Era of Cloud Computing,” *Journal of Information Technology*, 31(1), 1-31.
- Schor, J. (2014) “Debating the Sharing Economy,” *Journal of Self-Governance and Management Economics*, 4(3), 1-13.
- Tarafdar, M., Beath, C., and Ross, J. (2017) “Enterprise Cognitive Computing Applications: Opportunities and Challenges,” *IT Professional*, 19(4), 2-8.
- Urbach, N., Drews, P., and Ross, J. (2017) “Digital Business Transformation and the Changing Role of the IT Function,” *MIS Quarterly Executive*, 16(2), ii-iv.
- Wiener, M., Mähring, M., Remus, U., and Saunders, C. (2016) “Control Configuration and Control Enactment in Information Systems Projects: Review and Expanded Theoretical Framework,” *MIS Quarterly*, 40(3), 741-774.

Publishing Opportunities in Leading Journals

IS strategy and governance are topics of interest to a variety of top-tier IS and management journals. For example, in recent years, multiple publications on these and related topics have been published in leading journals such as *MIS Quarterly*, *Information Systems Research*, *Journal of Management Information Systems*, *Academy of Management Journal*, *Harvard Business Review*, *MIT Sloan Management Review*, etc. Also, for the more recent past, all leading IS conferences (e.g., *ECIS* and *ICIS*) have been offering a dedicated “IS strategy and governance” track or very similar tracks. We therefore strongly believe that it is important for *ECIS 2019* to continue offering such a track, thereby enabling and facilitating a continued academic discourse among scholars in the research field.

In addition, authors of excellent papers will be invited to submit a revised/extended version of their paper to the *Information Systems Journal (ISJ)*. For further information on the *ISJ*, please go to: [http://onlinelibrary.wiley.com/journal/10.1111/\(ISSN\)1365-2575](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1365-2575). Track chairs would be happy to work with the authors to guide them for *ISJ* submission.

Information Systems for a Sharing Society

Track Co-Chairs

1	Name (main contact)	Nils Urbach
	Title	Prof. Dr.
	E-mail	nils.urbach@uni-bayreuth.de
	Nationality	German
	Position	Professor of Information Systems and Strategic IT Management
	Organization	University of Bayreuth, Germany
	URL	http://www.sim.uni-bayreuth.de/en/team/Nils-Urbach/index.php
	Short Biography	Nils Urbach is Professor of Information Systems and Strategic IT Management at the University of Bayreuth, Germany, as well as Deputy Director of the Finance & Information Management (FIM) Research Center and the Project Group Business and Information Systems Engineering of Fraunhofer FIT. He has been working in the fields of strategic information management and collaborative information systems for several years. In his current research, he focuses on digital transformation, smart mobile devices, and blockchain, among others. His work has been published in renowned academic journals such as the <i>Journal of Strategic Information Systems</i> , <i>Journal of Information Technology</i> , <i>IEEE Transactions on Engineering Management</i> , <i>Information & Management</i> , <i>Business & Information Systems Engineering</i> , as well as in the proceedings of key international conferences. He has chaired tracks at <i>ECIS 2013-2016</i> , serves on the editorial boards of <i>MIS Quarterly Executive</i> and <i>Electronic Markets</i> , and acts as regular reviewer for major IS journals.
2	Name	Martin Wiener
	Title	Prof. Dr.
	E-mail	mwiener@bentley.edu
	Nationality	German
	Position	Associate Professor, Information and Process Management
	Organization	Bentley University, USA
	URL	https://faculty.bentley.edu/details.asp?uname=mwiener
	Short Biography	Martin Wiener is an Associate Professor in the Information and Process Management (IPM) Department at Bentley University (USA), as well as an Affiliated Researcher at the Stockholm School of Economics Institute for Research (Sweden) and the Friedrich-Alexander University Erlangen-Nürnberg (Germany). His research concerns digital business models, IS project and IT-mediated control/governance, global IT sourcing, and ICT-

Information Systems for a Sharing Society

		related overload, and has been published in top-tier journals including <i>Journal of Management Information Systems</i> and <i>MIS Quarterly</i> . He currently serves as an Associate Editor for the <i>Information Systems Journal</i> as well as on the Editorial Review Boards of <i>Information & Management</i> and <i>Journal of the Association for Information Systems</i> . Since 2013, Martin has co-chaired three IS strategy and governance-related tracks at <i>ECIS</i> and has co-organized a panel discussion at <i>ECIS 2017</i> .
3	Name	Monideepa Tarafdar
	Title	Prof. PhD
	E-mail	m.tarafdar@lancaster.ac.uk
	Nationality	USA
	Position	Professor of Information Systems Lever Hulme Research Fellow
	Organization	Lancaster University, UK
	URL	http://www.lancaster.ac.uk/lums/people/monideepa-tarafdar
	Short Biography	Monideepa Tarafdar is Professor of Information Systems at Lancaster University (UK), an Affiliated Researcher at MIT Sloan CISR (USA), and a Visiting Professor at Indian Institute of Management Calcutta (India). Her research broadly focuses on how information technologies (IT) and systems impact individuals and collectives, with emphasis on digital innovation, healthcare operations, IT adoption-related maladaptive phenomenon, supply chain management, and algorithm-enabled business processes. She has co-chaired tracks at <i>ICIS</i> and <i>AMCIS</i> , and has been Associate Editor of several <i>ECIS</i> tracks. She is a Senior Editor at <i>Information Systems Journal</i> and an Associate Editor at <i>Information Systems Research</i> . She also serves on the Editorial Review Boards of the <i>Journal of the Association for Information Systems</i> and <i>Journal of Strategic Information Systems</i> .

Information Systems for a Sharing Society

Track Associate Editors

The persons listed below have already agreed to act as AEs for the proposed track.

1	Name	Ahlemann, Frederik
	Title	Prof. Dr.
	E-mail	frederik.ahlemann@wiwinf.uni-due.de
	Nationality	German
	Position	Professor of Information Systems
	Organization	University of Duisburg-Essen, Germany
2	Name	Beimborn, Daniel
	Title	Prof. Dr.
	E-mail	d.beimborn@fs.de
	Nationality	German
	Position	Professor of Information Systems
	Organization	Frankfurt School of Finance and Management, Germany
3	Name	Chandra, Shalini
	Title	Prof. PhD
	E-mail	shal0005@ntu.edu.sg
	Nationality	Indian
	Position	Assistant Professor of Information Technology
	Organization	SP Jain School of Global Management, Singapore
4	Name	Coombs, Crispin
	Title	Dr.
	E-mail	c.r.coombs@lboro.ac.uk
	Nationality	UK
	Position	Reader in Information Systems Head of Discipline, Information Management
	Organization	Loughborough University, UK
5	Name	Cram, Alec W.
	Title	Prof. PhD
	E-mail	wcram@bentley.edu
	Nationality	Canadian
	Position	Assistant Professor, Information and Process Management
	Organization	Bentley University, USA
6	Name	Drechsler, Andreas
	Title	Dr.

Information Systems for a Sharing Society

	E-mail	andreas.drechsler@vuw.ac.nz
	Nationality	German
	Position	Senior Lecturer, Information Management
	Organization	Victoria University of Wellington, New Zealand
7	Name	Kude, Thomas
	Title	Prof. Dr.
	E-mail	kude@essec.edu
	Nationality	German
	Position	Assistant Professor, Information Systems
	Organization	ESSEC Business School, France
8	Name	Legner, Christine
	Title	Prof. Dr.
	E-mail	christine.legner@unil.ch
	Nationality	German
	Position	Professor of Information Systems
	Organization	University of Lausanne, Switzerland
9	Name	Mähring, Magnus
	Title	Prof. PhD
	E-mail	magnus.mahring@hhs.se
	Nationality	Swedish
	Position	Professor of Business Administration, particularly Information Management
	Organization	Stockholm School of Economics, Sweden
10	Name	Marabelli, Marco
	Title	Prof. PhD
	E-mail	mmarabelli@bentley.edu
	Nationality	USA
	Position	Assistant Professor, Information and Process Management
	Organization	Bentley University, USA
11	Name	Remus, Ulrich
	Title	Prof. Dr.
	E-mail	ulrich.remus@uibk.ac.at
	Nationality	German
	Position	Professor for Digital Societies
	Organization	University of Innsbruck, Austria
12	Name	Saunders, Carol

Information Systems for a Sharing Society

	Title	Prof. PhD
	E-mail	csaunders1@usf.edu
	Nationality	USA
	Position	Professor
	Organization	University of South Florida, USA
13	Name	Winkler, Till
	Title	Prof. Dr.
	E-mail	tw.digi@cbs.dk
	Nationality	German
	Position	Associate Professor, Department of Digitalization
	Organization	Copenhagen Business School, Denmark
14	Name	Zhu, Ruilin
	Title	Dr.
	E-mail	r.zhu1@lancaster.ac.uk
	Nationality	Chinese
	Position	Lecturer in Information Systems
	Organization	Lancaster University, UK