Track 15: IT Strategy and Governance

Track Chairs

Erran Carmel*
American University, USA

Ulrich Remus
University of Innsbruck, Austria

Martin Wiener
Stockholm School of Economics, Sweden

*Corresponding track chair: carmel@american.edu

Description

For more than two decades firms have used IT for strategic and competitive goals, for generating business value and for gaining competitive advantage. IT has enabled new business models, new service innovations, and more. Our field needs to probe deeply where IT makes an impact on the firm and on the economy. At the same time, effective IT governance structures have become more and more important for successfully implementing IT strategies. However, new IT sourcing strategies do not only challenge traditional governance approaches in practice, but also existing conceptualizations and theories of governance for all types of digital work. This ranges from outsourcing and offshoring of IT tasks and functions to business process outsourcing/offshoring (BPO) and cloud sourcing, from single-vendor sourcing to multi-vendor sourcing, open sourcing, and crowdsourcing. While some of these sourcing arrangements are organized in the form of strategic, long-term partnerships, others are implemented in the form of programs and projects. In all cases, governance mechanisms, roles, and structures are used to advance sourcing arrangements towards their strategic goals by regulating the actions of stakeholders, motivating participants, and ensuring their commitment and contribution. This includes, for example, the use of project management offices (PMOs), the role of the board of directors, the CIO role, project portfolio management practices, and the coordination of related IT projects through “change programs” or other coordination mechanisms.

The objective of this track is to foster and promote research on IT strategy and governance by providing deeper, richer, and more nuanced insights into these areas. In particular, the track aims to bring together researchers studying governance and strategic issues in different sourcing contexts (e.g., outsourcing, offshoring, agile and open source software development, etc.), adopting different stakeholder perspectives (e.g., client vs. vendor, business vs. IT), and using innovative research methods. We particularly welcome papers that address the overall conference theme “Digital Work, Digital Life.” For example, digitalization not only seemingly dissolves the border between people’s work and life, but also challenges the effectiveness of
traditional formal and relational governance approaches that are based on observable behaviors as well as shared group norms and values.

**Topics of Interest**

Possible topics include, but are not limited to:

- IT Sourcing Strategies
- Alignment of business and IT strategy
- Governance in digital work
- Sourcing practices
- Interfaces between IT governance and IT project governance
- IT project governance/control
- Social aspects of (project) governance
- New theoretical perspectives and research approaches
- Impact of IT on strategic innovation and competitive advantage
- Strategic applications of new technologies
- Strategic transformations of the IT organization

**Associate Editors**

Daniel Beimborn, University of Bamberg, Germany  
Bill Delone, American University, USA  
Robert Gregory, IESE Business School Barcelona, Spain  
Thomas Kude, University of Mannheim, Germany  
Yossi Lichtenstein, Norwich Business School, UK  
Magnus Mähring, Stockholm School of Economics, Sweden  
Carol Saunders, University of Central Florida, USA  
Gary Pan, Singapore Management University, Singapore  
Harminder Singh, Auckland University of Technology, New Zealand  
Susanne Strahringer, University of Dresden, Germany  
Nils Urbach, University of Bayreuth, Germany  
Till Winkler, Copenhagen Business School, Denmark  
Steffen Zimmermann, University of Innsbruck, Austria