



# 16<sup>th</sup> European Conference on Information Systems

June 9<sup>th</sup>-11<sup>th</sup> 2008 | Galway, Ireland



[www.ecis2008.ie](http://www.ecis2008.ie)



National University of Ireland, Galway  
*Ollscoil na hÉireann, Gaillimh*

## CONFERENCE SCHEDULE & ABSTRACTS

*Information Systems in an Innovative Knowledge-based Society*



**16<sup>th</sup> European Conference on Information Systems**  
**[www.ecis2008.ie](http://www.ecis2008.ie)**

**Cairnes Graduate School of Business & Public Policy**  
**National University of Ireland, Galway**  
**June 9<sup>th</sup> – 11<sup>th</sup>, 2008**

# **CONFERENCE SCHEDULE & ABSTRACTS**



National University of Ireland, Galway  
*Ollscoil na hÉireann, Gaillimh*



## **WELCOME TO ECIS 2008**

Cead Míle Fáilte go Gaillimh agus go ECIS 2008. (A hundred thousand welcomes to Galway and to ECIS 2008).

Welcome to the 16th European Conference on Information Systems (ECIS 2008), hosted by the Business Information Systems Group, Cairnes Graduate School of Business & Public Policy at the National University of Ireland, Galway. We are delighted that you have come to attend and participate in the conference.

We hope that your visit to Galway will be an enjoyable one from both academic and cultural perspectives. ECIS 2008 promises to be an interesting event, with 213 papers, 6 panel discussions and 2 keynote addresses. The papers being presented are contained within 16 dedicated track themes. For the first time at ECIS, the track topics included in this year's conference were chosen on the basis of an open track submission process. It is our belief that this process has helped to strengthen ECIS as it allows new and emerging research topics to become the subject of dedicated research tracks while also facilitating those who wish to champion and organise a track.

An academic conference the size of ECIS requires an enormous collegiate effort, particularly to enable a professional reviewing process. For ECIS 2008, 566 complete academic papers were received, requiring 1,698 individual reviews to provide 3 reviews per submitted paper. This year for ECIS we used a professional reviewing system, Manuscript Central, that greatly helped in the identification of appropriate reviewers. The system facilitated Track Chairs and Associate Editors by allowing them to match key words included in the papers submitted by authors against key words for the paper they were seeking to have reviewed. I am glad to report that the vast majority of those contacted to carry out reviews for ECIS, including those who submitted papers to ECIS 2008, were more than willing to oblige.

In addition to the reviewers, we pay tribute to the Associate Editors and Track Chairs who so willingly gave of their time, and without whose efforts and expertise we would not have been able to complete the review process.

We thank the ECIS programme committee and especially our research chairs, Hans van der Heijden and Virpi Kristiina Tuunainen who deserve our sincere gratitude given the significant role they played in dealing with so many aspects of the conference.

We also acknowledge the support and financial assistance of our sponsors. A special mention must be given to our local organising committee for doing the groundwork and behind the scenes preparations so essential to ensuring a successful conference.

Finally, we extend a particular "thank you" to our delegates, presenters, and session chairs, through whose attendance and participation the ECIS 2008 conference becomes a reality. We hope that during your stay here in Galway that in addition to attending ECIS you will get to enjoy the cultural vibrancy of the city of Galway and the scenic beauty of the surrounding area. When your stay in Galway and Ireland has concluded we wish to bid you farewell with an Irish saying 'Go n-eirí an bóthar leat' (May the road rise to meet you).

**Willie Golden**  
Conference Chair

**Tom Acton & Kieran Conboy**  
Programme Chairs

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# **ABSTRACTS**



*National University of Ireland, Galway*  
*Ollscoil na hÉireann, Gaillimh*



## **CLINICAL FACTORS AND TECHNOLOGICAL BARRIERS AS DETERMINANTS FOR THE INTENTION TO USE WIRELESS HANDHELD TECHNOLOGY IN HEALTHCARE ENVIRONMENT: AN INDIAN CASE STUDY**

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Information Systems, Univ Southern Queensland, Australia

Vijaya Gururajan

Office of Commercialisation, Univ Southern Queensland, Australia

### **ABSTRACT**

Traditional technology adoption models identified 'ease of use' and 'usefulness' as the dominating factors for technology adoption. However, recent studies in healthcare have established that these two factors are not always reliable on their own and other factors may influence technology adoption. To establish the identity of these factors, a mixed method approach was used and data were collected through interviews and a survey. The survey instrument was specifically developed for this study so that it is relevant to the Indian healthcare setting. We identified clinical management and technological barriers as the dominant factors influencing the wireless handheld technology adoption in the Indian healthcare environment. The results of this study showed that new technology models will benefit by considering the clinical influences of wireless handheld technology, in addition to known factors. The scope of this study is restricted to wireless handheld devices such as PDAs, smart telephones, and handheld PCs.

### **ISD5: INFORMATION SYSTEMS DEVELOPMENT #5**

Wednesday, June 11, 11:00 - 12:30. AC201

Session Chair: Tuure Tuunanen

## **EMBEDDED SYSTEM DEVELOPMENT PROCESS: A QUEST FROM INNOVATION TO ADAPTION**

Wolfgang Alfred Molnar

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Joe Nandhakumar

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### **ABSTRACT**

This paper describes the findings of a case study that explores the improvisation and bricolage in a structured process management environment. The research focuses on software developers in an embedded system development project. This investigation adopts an interpretive approach, which involves the collection and analysis of qualitative data. The research offers insights into a range of dimensions, levels, and paradoxes of improvisation and bricolage that can be observed during a system development in a structured process environment. Furthermore, the paper addresses the question of how the structured process environment influences these dimensions, levels, and paradoxes. We observed various degrees of bricolage and improvisation with the movement of highly innovative practices towards a development phase of adaptive practices. This paper points out the value of structured processes as a scaffolding for improvisational and bricolage techniques and practices. The paper claims that within a turbulent environment, improvised and bricolage practices need pieces of structured processes reciprocity.