

Social Issues in Organizations

Donald L. Amoroso
Information & Decision Sciences
San Diego State University
San Diego, CA 92182-8234 USA
Tel: +1-619-594-4397
email: amoroso@mail.sdsu.edu

Social issues in organizations represents one of the most often discussed underpinnings in information systems research throughout the tenure of the IS field. Social issues are those research topics most aligned with the human factor in terms of information systems planning, development and utilization. This minitrack was designed to include all aspects of social issues that are impacted by information technology affecting organizations and inter-organizational structures. This includes the conceptualization of specific social issues and their associated constructs, proposed designs and infrastructures, empirical validation of social models, and case studies illustrating socialization success and failures. Key topics for this minitrack cover areas as diverse as ethics, culture, relationships, human interaction, security, and design. This year, 14 papers were submitted resulting in 6 papers accepted and grouped into two theme areas: (1) trust and relationships and (2) technology acceptance model research.

Trust and Relationships

Cooperider presents a paper entitled, "Considering the IS-Business Relationship: A Measurement Approach" where he looks at the relationship between IS and their associated business-line organizations. The key research questions included: What are the major dimensions that characterize the relationship between IS and business organizations? What is the nature of relationships between the dimensions of the IS-business relationship and the performance of the IS organization? The model presented in this paper originates in the political economy framework of organizational analysis and couples two streams of theories: transaction cost analysis and resource dependency analysis.

Li and Hess discuss, "Predicting User Trust in Information Systems: A Comparison of Competing Trust Models." The inclusion of the trust concept within IS acceptance models provides further evidence that MIS researchers recognize the relevance of IS trust. The goal of this research is to advance IS trust research by investigating the trust formation process with new IS. In this study, two initial trust formation models, applicable to information systems, are reviewed and compared at both the conceptual and empirical levels.

Roberts, Sweeney, McFarlin, and Cheney present a paper entitled, "Assessing Trust Among IS Personnel: A View of General Trust, Trust of Management, and Inter-Organizational Trust." This study is an evaluation of trust

levels of IS personnel. The researchers evaluate levels of general trust, trust of management, and inter-organizational trust. The results indicate a low level of trust by information systems personnel in all aspects of trust. They also found a lack of trust for external organizations should be a focus for almost all business firms including information systems.

Technology Acceptance Model Research

Sun and Zhang present a paper entitled, "A Methodological Analysis of User Technology Acceptance" which examines the Technology Acceptance Model, studies that use different components of the model and aggregates the results that were found by those research projects.

Haines and Leonard studied the "Influences of Different Ethical Issues on Ethical Decision-Making in an IT Context." This paper reports the results of a laboratory experiment involving the discussion of ethical scenarios. The experimental groups discussed five ethical scenarios centered on the use of information technology, involving issues of privacy, intellectual property, use of company equipment for non-work activities, and modification of company software for personal gain.

Gardner and Amoroso present a paper entitled, "Development of an Instrument to Measure the Acceptance of Internet Technology by Consumers." This research reviews studies using the Technology Acceptance Model (TAM) in order to create a modified model and instrument to study the acceptance of Internet technology by consumers. Based upon the empirical research using the technology assessment model, a modified TAM was developed for the acceptance of Internet-based technologies by consumers. The original constructs (beliefs, attitudes, behavior and use) were retained from the TAM while the literature suggests gender, experience, complexity, and voluntariness to be useful antecedents for predicting perceived usefulness, perceived ease of use and behavioral intent to use.