

Global, International, and Cross-Cultural Issues in IS

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Globalization has historically been tied to technological innovation, and the present era of a networked information society is no different. Information and communication technologies (ICTs) have provided the infrastructure for multinational businesses, created new cultural connections irrespective of geographic boundaries and distances, and allowed an increasingly mobile global population to be connected to their friends, families, and cultures no matter where they are.

In line with the track recognition that the Internet has transformed the way we work, learn, and play, our minitrack focuses on the sociotechnical dynamics and the ways in which the Internet affects people, groups, organizations, and societies. The questions surrounding global, international, and cross cultural issues in Information Systems (IS) attracted much scholarly attention and have been explored under myriad contexts. In this minitrack we explore these issues with two papers.

The first paper in the minitrack, *Cultural Differences between Germany and the United States*, by Hoesselbart et al., argues that companies with global operations should consider the culture of their target country in order to be internationally successful despite of globalization. Every marketing strategy should be adapted to the target country and its local cultural background. Companies which offer their products only through online channels need to pay special attention to the design of their websites. Therefore, the authors analyze in this study the design of United States and German landing pages in the online fitness industry, exploring whether or not changes can improve the conversion rate of a landing page. To answer these questions, they develop and evaluate a culture specific landing page framework with a design science approach. The evaluation shows optimization potential of landing pages for the test elements “free content” and “promotional pictures”. Hence, the framework can be used to identify improvement

potential for culture specific landing pages, but needs to be validated in other areas, too.

The second paper, *Factors That Impact Consumers' Intention to Shop on Foreign Online Stores*, by Huang and Chang, claims that while cross-border e-commerce has been rapidly expanding, little research has been done to investigate how consumers decide to shop across national borders. Their study aims to explore the factors that impact consumers' intention to shop on foreign websites. A conceptual model is developed from the perspectives of consumer perceived trust and value. They also examine the effects of vendors' signaling on perceived trust, as well as the effects of benefits and costs on perceived value. This study conducts an online survey to test the research model. Our findings can help researchers and practitioners understand the barriers to cross-border e-commerce and devise strategies to overcome these barriers.

The third paper in this minitrack, *Conducting Research in a Developing Country: A Reflection-in-Action Perspective*, by Burleson and Chipidza, argues that while, ICT4D researchers acknowledge the instrumental role of cultural differences in determining project outcomes they rarely acknowledge culture's role in the actual research process. This study explores the impact of cultural differences on research conducted by Western-based researchers in a developing country. In mid-2015, the authors went to Uganda to conduct research on mobile payment systems and technology use in healthcare. This study recounts their data collection process, particularly the unique challenges and opportunities that they experienced. The authors employ the theory of reflection-in-action to interpret their responses to disruptions to their research project. As part of their contribution to ICT4D research, they offer several recommendations for conducting research in a developing country.