

Association for Information Systems

AIS Electronic Library (AISeL)

DIGIT 2022 Proceedings

Diffusion Interest Group In Information
Technology

2022

Improving the Acceptance of Digital Modelling in Strategic Decisions

Olga Menukhin

Nikolay Mehandjiev

Follow this and additional works at: <https://aisel.aisnet.org/digit2022>

This material is brought to you by the Diffusion Interest Group In Information Technology at AIS Electronic Library (AISeL). It has been accepted for inclusion in DIGIT 2022 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

Improving the Acceptance of Digital Modelling in Strategic Decisions

Research-in-Progress Paper

Olga Menukhin

University of Manchester
Booth Street West, M15 6PB
olga.menukhin@manchester.ac.uk

Nikolay Mehandjiev

University of Manchester
Booth Street West, M15 6PB
nikolay.mehandjiev@manchester.ac.uk

Abstract

This research-in-progress paper explores the suitability of the concept of boundary objects for improving the acceptance of digital modelling recommendations in strategic decision-making. Strategic decisions involve multiple stakeholders with distinctive perspectives related to their area of business who need to be supported with relevant information. In particular, we investigate a product development setting in which decision-making is based on data resulting from digital modelling. In this research, we conceptualise visual representations of product development and business performance data that depicts a decision-making situation as a boundary object. We propose and test adaptiveness of boundary objects to the requirements of multiple stakeholders through computer interactivity and possibilities of immersive virtual reality environments. We also explore principles of structuring visual representations of the results of digital modelling for strategic decisions to help develop such adaptive and evolving boundary objects. This is done through distributed information analysis of requirements of cross-functional stakeholders.

Keywords: digital modelling, acceptance, boundary objects, decision-making, visual representations