

## Looking Ahead to a Future with Cal-(IT)<sup>2</sup>

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CRITO is one of a dozen organizations at UCI to be affiliated with The California Institute for Telecommunications and Information Technology (Cal-(IT)<sup>2</sup>). The institute is a partnership between UC San Diego and UC Irvine. Cal-(IT)<sup>2</sup> is one of four institutes established through the California Institutes for Science and Innovation initiative proposed in the year 2000 by Governor Gray Davis to promote development in telecommunications and information technology.

The institute seeks to expand information infrastructure to increase access. Cal-(IT)<sup>2</sup> will also be undertaking research and development activities to help the state provide new capabilities, manage and monitor growth and fuel the economic engine of IT-growth in California.

Cal-(IT)<sup>2</sup> is organized into two cones operating at UC San Diego and UC Irvine. Research is organized into eight “layers” which bring together experts from academia and industry to attack problems from a multi-disciplinary angle. Layers include Policy, Management and Socioeconomic Evolution [where CRITO fits in], Materials and Devices, Networked Infrastructure, Interfaces and Software Systems, Environment and Civil Infrastructure, Intelligent Transportation and Telematics, Digitally Enabled Genomic Medicine and New Media Arts.

CRITO Associate Director, **Vijay Gurbaxani**, UCI’s layer leader in the area of Policy, Management and Socioeconomic Evolution stated that, “Researchers and practitioners who develop innovative technologies can benefit from partnerships with academics in the social sciences who understand the policy implications of these developments and can help them evaluate the economics and impacts of their solutions. Cal-(IT)<sup>2</sup> provides a nexus point for these groups, creating an opportunity for richer understanding of the challenges of bringing technologies to market and benefiting society.”

In early 2004, CRITO is expecting to move into UCI’s new Cal-(IT)<sup>2</sup> building. Near the Engineering complex and the UCI University Club, the building will have approximately 120,000 square feet including “wet” research laboratories, interdisciplinary dry research laboratories and offices, conference and public facilities, and administrative office space.

For additional information on Cal-(IT)<sup>2</sup>, contact Vijay Gurbaxani at [vgurbaxa@uci.edu](mailto:vgurbaxa@uci.edu) or (949) 824-5215.

To update your contact information, add a colleague or to receive the CRITO Newsletter electronically, please contact Karen Walsh at [kmwalsh@uci.edu](mailto:kmwalsh@uci.edu)

## Publications and Talks

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At the American Educational Research Association annual conference, April 1-5, **Hank Becker** presented "Teaching, Learning, and Computing: What is the impact of technology expertise?" as part of a symposium entitled "Is Technology Expertise Enough? The Nature of Knowledge for Effective Teaching with Technology" and "Statewide Accountability Systems: Their Effect on Teachers' Practices Through the Pressures Teachers Feel to Alter Those Practices," coauthored with graduate student Sharon L. Cordes, Dept. of Education

Becker was also a discussant for the symposium entitled: "The Integrated Studies of Educational Technology: A National Examination of Technology in Schools".

Professor **Imran Currim** recently finished two papers on the application of multinomial logit finite mixture and Bayesian models to analyzing consumer choice or super-market scanner data (*Journal of Marketing Research*, Nov. 2000, and *International Journal of Research in Marketing*, forthcoming) and one paper on the application of these models to conjoint analysis of consumer preference data (*Journal of Marketing Research*, February 2002). He can be reached at [iscurrim@uci.edu](mailto:iscurrim@uci.edu).

**Jim Danziger** "Talking About Revolution: Are Information Technologies Really Changing our Lives as Citizens, Family Members and Workers?" and also moderating a panel entitled "Technology and Transformation" at the UCI Chief Executive Roundtable Retreat, Maui, Hawaii, on April 12 and 13, 2002.

**Sanjeev Dewan's** article "Information Technology and Trader Competition in Financial Markets: Endogenous Liquidity" was published in *Management Science*, December 2001. He also was invited to present his paper "Price Discovery in Generalist Versus Specialty Online Auctions" at USC's Marshall School of Business on April 5, 2002. Finally, he presented the quarter's first CRITO Hour, on April 3, 2002, titled "Reputations and Trust in Electronic Markets."

**Vijay Gurbaxani** can be seen presenting "Making Your IT Investment Payoff - An Executive Perspective" at Sourcing 2002, the 21st semi-annual conference of the Sourcing Interests Group in Palm Springs. He also will be speaking at the Gartner Group's IT Services and Sourcing Summit 2002 in Las Vegas, May 15-17.

**Ken Kraemer** and **Jason Dedrick** have had their **China IT Report** published in Vol. 6 no 2 of *The Electronic Journal on Information Systems in Developing Countries*.

Based on a research trip taken in September 2001, the report looks at current trends in the diffusion of IT in China. Topics include Internet use, electronic commerce, government policy, the market for computers and software, IT services and computer production. Kraemer and Dedrick also had their academic paper, "Enter the Dragon: China's Computer Industry" published in *IEEE Computer*. Both articles are available on CRITO's web site.

**John Mooney**, Visiting Scholar at CRITO, and Visiting Associate Professor at GSM, served as Track Co-Chair for Panels and Debates for the 22nd International Conference on Information Systems held in New Orleans in December 2001. He is currently serving on the Site Advisory Committee for ICIS 2006, and will be Co-Chair of the Doctoral Consortium at ICIS 2003.

His article "Exploring the Value Proposition of eDemocracy: Insights from eBusiness" appeared in the December 2001 issue of *Uporabna Informatika*, guest edited by "Cronian" Herr Doctor Professor Heinrich Reinermann.

In March 2002, Dr. Mooney was invited to join a research team at the Center for Information Systems Research at the MIT Sloan School that is investigating the adoption of web services for strategic flexibility. The research team also includes Dr. Jeanne Ross from CISR, and Professor Cynthia Beath from the University of Texas at Austin. The project is funded by **IBM**.

On April 9th, he presented a talk on "Leveraging Learning Between Class Sessions Using Technology as a Catalyst" to the 2002 Annual Dean's Meeting of the AACSB International in Chicago.

Mooney participated in the 10th Workshop on Information Systems Research and Development (WISRD) at the UCLA Conference Center in Lake Arrowhead from April 19-21. The central issue of this year's workshop was Web Services. With participation by invited guest John Hagel, author of the recent Harvard Business Review article on "Your Next IT Strategy," the group spent the weekend exploring the web services phenomenon, its potential implications for IT management, and the research opportunities presented by the emergence of web services.

**Alladi Venkatesh**, CRITO Associate Director, presented "The Networked Home: Emerging Concepts and Preliminary Findings" at Digital Divides - Remaining Human in the Age of Electronic Culture?, a conference at UC Davis in late April.

## CRITO Launches New International E-Commerce Survey

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CRITO announces the launch of "Global E-commerce 2002", a primary research survey. The survey aims to provide insights into the adoption and usage of Internet and e-commerce technologies by analyzing their uptake in 2,100 companies in 10 focus countries. The survey is part of a larger CRITO study on the globalization of e-commerce, which is expected to last until 2004. The global study will examine the spread of Internet and e-commerce technologies in 40 countries, and will do detailed case studies in the 10 focus countries.

Project lead, **Dr. Ken Kraemer** stated, "This is the first survey that will look at the spread of these technologies on a global basis at the country and company level. The survey seeks to capture the reality behind all the hype that often surrounds this topic. We plan to identify best practices that enable firms and nations to succeed with their Internet and e-commerce programs." CRITO's **Jason Dedrick, Deborah Dunkle and Jennifer Gibbs** will be working on the project with Dr. Kraemer.

The survey will query Chief Information Officers and Information Technology Managers of companies in the Americas, Asia-Pacific and Europe. Focus countries include: The United States, Brazil, Mexico, Denmark, France, Germany, Japan, China, Taiwan, and Singapore. The survey will be conducted within the manufacturing, retail, wholesale, banking, insurance and other finance industries. The comprehensive study will poll small-, medium- and large-sized companies.

Specifically, the survey will analyze:

- Globalization of firms and markets
- Use of e-commerce technologies (EDI, Internet, Extranet)
- Drivers for Internet use
- Barriers to conducting business on the Internet
- Volume of on-line sales and scope of on-line service offerings
- Benefits from e-commerce use

CRITO has partnered with Massachusetts-based market research firm, **International Data Corporation (IDC)**, to carry out the survey. IDC, which has offices in 44 countries, will contact companies and collect data from information systems departments for the CRITO researchers.

As part of a grant from the National Science Foundation (NSF), CRITO will use this survey data in academic research on Internet diffusion, use and impacts around the globe. It will also examine the impacts within the sample countries, working with academic experts in each country.

March 8-9, CRITO hosted the second annual Global E-commerce Meeting that attracted visitors from ten countries to discuss the study. Attendees included 15 guests representing Japan, France, Mexico, Singapore, China, Taiwan, Germany, Denmark, Brazil and the United States.

The results of the research will be disseminated to corporate partners of CRITO. IDC will integrate the survey results into research reports. For more information or spin-off studies, contact Ken Kraemer at (949) 824-5246, [kkraemer@uci.edu](mailto:kkraemer@uci.edu) or visit <http://www.crito.uci.edu>.

### Project POINT

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In the last edition of this newsletter, CRITO announced a \$2.8 million grant from the National Science Foundation (NSF) to analyze how information technology (IT), especially the Internet, transforms people's lives in such areas as the home, work, civic life and school. The study has been given the name of Project POINT.

**project  
POINT**

Project POINT (People, Organizations, and Information Technology) is a national, five-year study that focuses on the ways in which IT can affect and network individuals' activities across home, work, school and civic contexts. Researchers will conduct longitudinal surveys and field studies of 12-16 American communities.

The project aims to uncover and understand whether information and communication technologies are altering individual behaviors and attitudes. The research will not only contribute to scientific knowledge and encourage the development of the research scholar community, but will also provide findings useful to policymakers and institutional leaders. The project will continue through 2006. CRITO Associates Jim Danziger of the Department of Political Science, Hank Becker of the Education Department and Alladi Venkatesh of the Graduate School of Management are the principal investigators on the project. Ynhu Tran, new to CRITO, is the Project Manager.

Watch for Project POINT updates in future editions of the newsletter and online at [www.crito.uci.edu/point](http://www.crito.uci.edu/point). For additional information and spin-off or related studies, contact Ynhu Tran at [POINT@uci.edu](mailto:POINT@uci.edu).

## Summer IAB Meeting

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The summer IAB Meeting will be held June 20-21 at the Newport Beach Marriott Hotel and Tennis Club. Corporate partners in the CRITO Consortium program and invited guests will be in attendance to vote on upcoming faculty projects and discuss other matters of interest. For more information, contact Karen Walsh at (949) 824-1323, [kmwalsh@uci.edu](mailto:kmwalsh@uci.edu) or visit [www.crito.uci.edu/iab](http://www.crito.uci.edu/iab).



## Intel Welcomed to the CRITO Consortium

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Intel has announced that they will be joining the CRITO Consortium beginning in the 2002-2003 fiscal year.

Martin Curley, Intel's Director of IT, People and Intellectual Capital located in Dublin, Ireland, stated, "We are excited and enthusiastic about joining the Consortium. We've admired previous work and look forward to some valuable research and exciting results."

Curley and Cyndi Breazeale, Intel's IT Innovation Staff Engineer located in Sacramento, will share the responsibility of representing Intel at Consortium events.

For more information on becoming part of the CRITO Consortium, contact Karen Walsh at (949) 824-1323.



## CRITO Co-sponsors IT Conference with GSM and Industry

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Two years ago, CRITO initiated a conference series on Information Technology and Management. The first conference focused on Electronic Commerce and was very successful with around 250 participants. The next conference, which is organized by Associate Director Vijay Gurbaxani, focuses on value networks and will take place Friday, May 31.

What are value networks? They are an integrated collaborative of specialist companies each providing complementary intermediate goods and services, linked by sophisticated business-to-business information systems, that creates and markets end products or services to customers. Sessions will cover the potential benefits and strategies for successfully building value networks. The conference is targeting to executives, senior managers and IT decision-makers.

The conference will be held at the Beckman Center on UC Irvine's Campus. For additional information, including agendas and registration information, visit [www.gsm.uci.edu](http://www.gsm.uci.edu).

**WANT TO LEARN MORE?** As a benefit of membership in the CRITO Consortium, CRITO Faculty Associates will travel to member companies' sites to present their subject to your audience. For more information or to request a talk, please contact Karen Walsh at (949) 824-1323 or [kmwalsh@uci.edu](mailto:kmwalsh@uci.edu).

## CRITO Briefs

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### Winter Industry Advisory Board Meeting

CRITO's winter Industry Advisory Board (IAB) meeting, held February 7-8 at UCI attracted more than 30 guests from industry and academia. Attendees were treated to guest panelists and speakers including Dennis Sweeney and Mike Cho of McKinsey & Company; Nick Vitalari of The Concours Groups; Rick Guerero of Cox Communications; UCI Alum, Anne Marie Moiso of Rancho Mission Viejo/Ladera Ranch; Steve Poltrock of The Boeing Company and Marie Ball of Whirlpool Corporation.

IAB meetings are held twice annually for corporate partners in the CRITO Consortium program. In addition to panels and discussion groups, the Board heard presentations by faculty on proposed research projects. The Board will vote to fund certain projects at the next IAB meeting slated for June. Details about the June meeting can be found on page 4.

For more information on the CRITO Consortium program, contact Karen Walsh at (949) 824-1323, [kmwalsh@uci.edu](mailto:kmwalsh@uci.edu).

### Web Site Update

Some of you may have already noticed that the CRITO website has undergone some changes recently based on feedback from CRITO Consortium members. Most notably, the navigation on the left hand side of the site has been modified and improved to give a better idea of site content. Also, and perhaps most important to visitors, the database search engine has undergone some improvements, so finding a CRITO publication should be easier than ever. Please be sure to try the revised search engine and let us know how it works for you. Please email Carolyn Davidson, CRITO webmaster, at [davidson@uci.edu](mailto:davidson@uci.edu) with any comments.

## Faculty and Staff News

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In February, at the fourth annual Outsourcing World Summit Conference & Exposition, **Vijay Gurbaxani** was awarded the 2002 Outsourcing World Achievement Award in the Academic category. Gurbaxani was nominated by his peers and was selected as an award winner for his research, teaching, and consulting contributions for sourcing strategies for information technology services.



### Additions to CRITO



#### Jennifer Gibbs

Jennifer Gibbs joins CRITO as a Research Fellow on the Globalization of E-Commerce project. Gibbs earned her Ph.D. in Communication from the Annenberg School for Communication at the University of Southern California. Her thesis was entitled, "Tracing the Contours of Cultural Complexity." The study examined multinational projects and companies to note the ways in which local-global tensions were negotiated in global teams. Dr. Gibbs' research interests include social, political, and economic impacts of globalization and technology, global teams, organizational and international/intercultural communication.

#### Ynhu Tran

Ynhu Tran joins CRITO as a Research Associate. She is the Project Manager for the Project POINT, which studies the impact of IT across home, work, educational and civic environments. Prior to joining CRITO, she was working at Beth Israel Medical Center in New York. Tran has a Master's in Health Care Administration from Cal State Long Beach and a B.S. in Biology from UC Irvine.



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## CRITO Hours Spring Seminar Series

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Seminars take place from 11:45 a.m. to 12:50 p.m. in CRITO's conference room at 3200 Berkeley Place, Irvine, California. Seminars are free and a light lunch is served. Call Anita Amabile at (949) 824-5768 for more information. Watch for upcoming CRITO Hours at [www.crito.uci.edu](http://www.crito.uci.edu).

# CRITO HOURS



April 3, Sanjeev Dewan of UCI's Graduate School of Management - *Reputations and Trust in Electronic Markets*.

May 1, Jennifer Gibbs, CRITO Researcher – “Loose Coupling in Global Teams: Coordination Through Information Technology and Culture”

May 10, Mike Cho of McKinsey & Company - “The New Economy Effect: The Contribution of Computer Manufacturing and Semiconductor Industries to the U.S. Productivity Growth Acceleration”

May 15, Gary Matkin, UCI's Dean of Continuing Education – “E-Learning, Universities and the E-Learning Industry”

May 22, Anant Kumar of Conexant – Challenges in Transformation to a Non-Manufacturing Organization



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