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Software Project Process Management Maturity and Project Performance: An Examination of Taiwan's Software Companies

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ABSTRACT

Even after a wide variety of tools, technologies, and management methods are poured into information systems (IS) development, IS projects are still plagued by unmet user's requirements, schedules, and budgets. Many researchers and practitioners have argued inadequate software development process planning is a critical factor accounting for this high IS project failure rates. The Capability Maturity Model (CMM) was introduced by Software Engineering Institute as a guideline for increasing project maturity in the software development process. CMM categorizes organization's software development process into five maturity levels. Each level presents a different stage of software process management maturity. The purpose of this study is to examine the implication of the software process management maturity on project risks and project performance. A survey was conducted to the corporate IS managers in Taiwan.

How Internet Dependency Affects The Adoption Of Online Shopping And Information Searching

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ABSTRACT

This study examined Internet user's behavioral patterns from the standpoint of Internet dependency. Two popular e-commerce activities: online information searching and online shopping were assessed for how much of their adoption is related to Internet dependency. Respondents were classified into three groups (i.e., nondependent users, positive dependent users, and negative dependent users) based on their level of Internet dependency. The results show that both positive dependent group and negative dependent group shopped online and searched product information more frequently than the nondependent group. Internet experience was not found significant across groups. Findings also show that gender gap appeared in both dependent groups, while there were slightly more female users in the nondependent group. Internet dependency was found to predict the adoption of these major e-commerce activities. Web site design guidelines were also provided.

Keywords: *Internet dependency, Online shopping, Online information searching, E-commerce, Web site design*

Exploring The E-Commerce Pricing Factors And Strategies

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ABSTRACT

Literature shows evidence that Internet markets are more efficient than conventional markets with respect to price levels, menu costs, and price elasticity. Internet markets are still in an early stage of development and may change dramatically in the coming years with the development of cross-channel sales strategies, infomediaries and shopbots, improved supply chain management, and new information markets. It is pricing by which a company transforms the benefits that it provides to consumers into the profits that it receives. This study examines the key factors affecting E-commerce pricing. The authors further investigate the common E-commerce pricing models and present possible innovative variations of conventional pricing strategies for Internet marketing with greater efficiency.

Keywords: *E-Commerce; Pricing Strategy; Online; Pricing Factors; Price Dispersion*

Relationships Of IT Investment Strategy And IT Infrastructure With Business Performance

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ABSTRACT

The relationship between Information technology (IT) investment and business performance has long been the subject of debate by academics and practitioners. Despite the fact that firms nowadays have made substantial investments in information technology, studies in IT investment have often found little persuasive evidence that IT investment created strong leverage on the value of the firm. Although capabilities of IT infrastructure services is one of the most critical issues facing IS managers, previous studies with a focus on IT infrastructure services is very limited. We attempt to explore the links between various IT infrastructure service investment strategies, a firm's IT infrastructure services, and business performance. The result shows that organizations taking IT flexibility strategy strongly respond to having a larger, more capable IT infrastructure while those with utility IT investment strategy have a negative relationship with their IT infrastructure services provided. There is a positive relationship between organizational IT infrastructure services capability and business performance. The existence of a non-significant relationship between IT investment and business performance reveals that increasing IT investments without enhancing IT infrastructure services capability might be responsible for the negative results in business performance despite increased IT expenditure.

Key Words: *IT Investment Strategy, IT Infrastructure Services, Business Performance*

An Investigation of Employees' Perceptions of the Implementation of ERP Systems in Three Manufacturing Companies

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ABSTRACT

Despite advantages claimed by ERP vendors, implementation problems and controversy have been reported by manufacturing companies and academic society. The purpose of this paper is to survey the employees' perceptions of the implementation of ERP systems at three manufacturing facilities. Primary data was collected through a survey of employees who use ERP software at three manufacturing plants. The employees surveyed feel that they have not received adequate training on their respective ERP software. The employees also did not feel the ERP software had improved their job efficiency and the employees were not satisfied with the software. Several suggestions for more successful ERP implementation are: 1) using a simulation-oriented training package, 2) cooperating with nearby universities, and 3) cooperating between customers and ERP vendors
