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# ISD

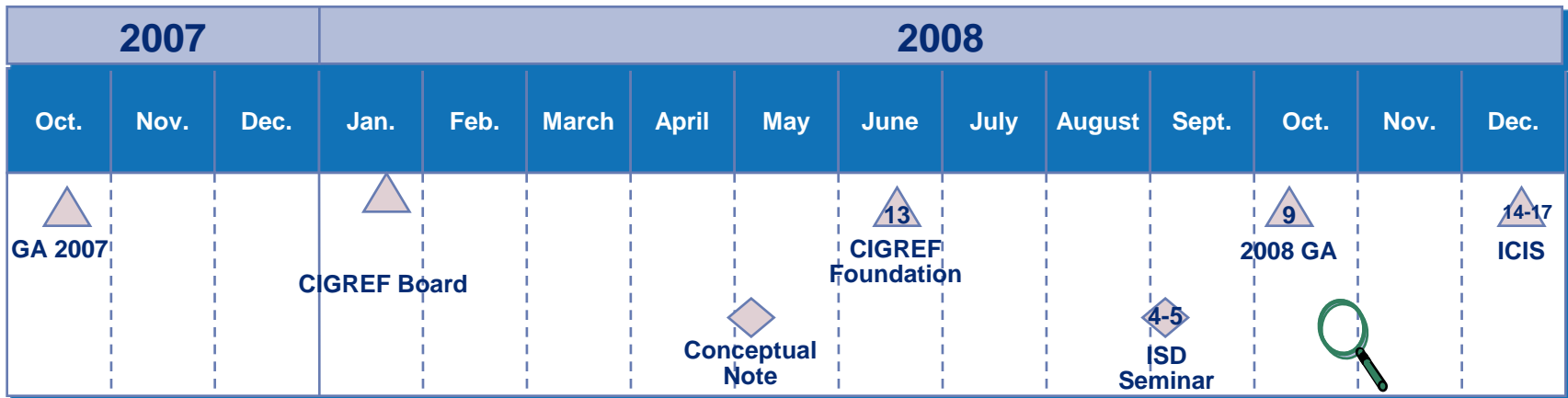
## Information Systems Dynamics

Objectives, Structure, Governance

*An international Research Programme*  
**2008-2011**

Ahmed Bounfour  
General Rapporteur  
&  
Coordinator of the Scientific Committee

# ISD : The preparatory Phase



- ❑ Signature of the Convention creating CIGREF Foundation, June 2008
- ❑ Collaborative Seminar with CIGREF network, 4/5 sept 2008
- ❑ Presentation of the programme to the IT Ecosystem on the occasion of the CIGREF General Assembly , October 2008
- ❑ First presentation to the IS Scientific Community , ICIS 2008, Dec 2008
- ❑ CIO Symposium, ICIS 2008



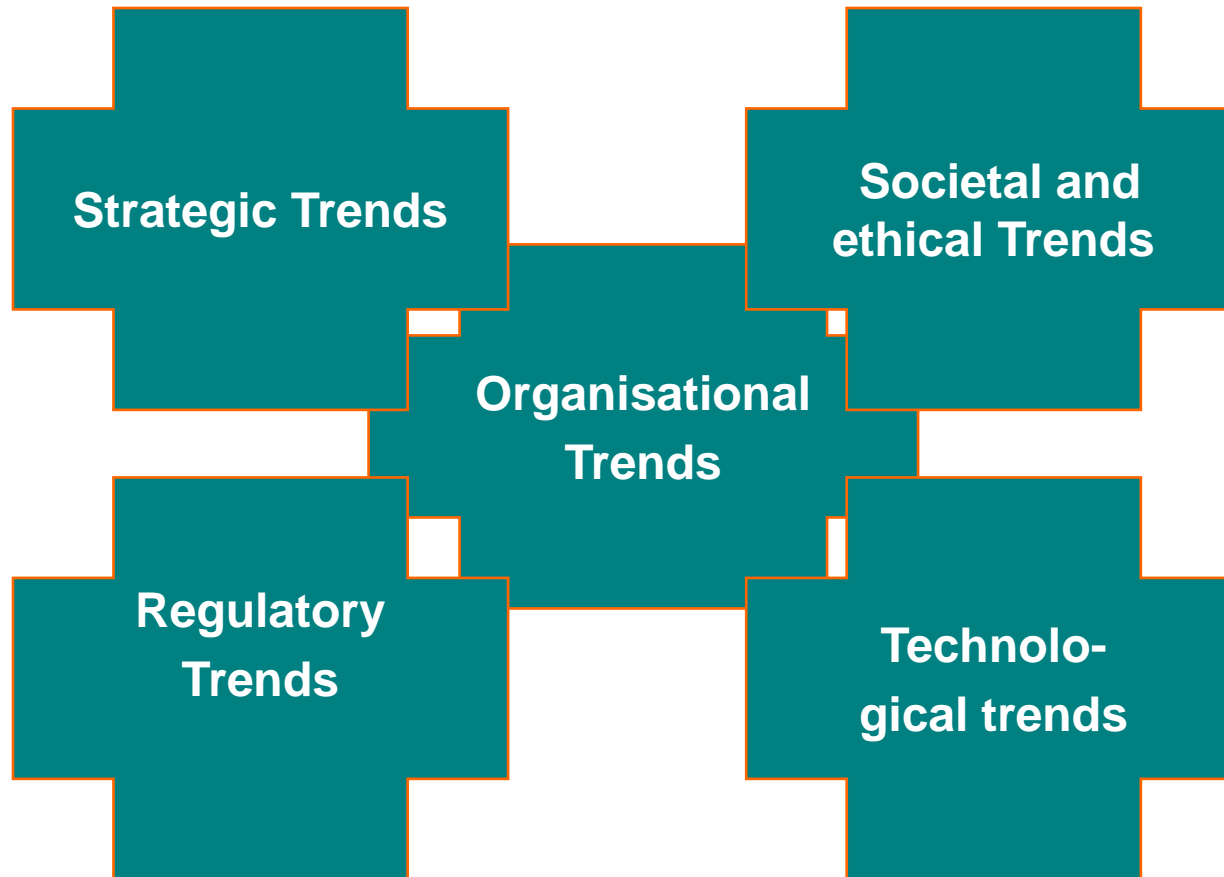
❑ January 2009 : Meeting of the Scientific Committee

# 1-Context and Objectives of the programme

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- ❑ Emergence of new players at the global scale (India, China, Brazil among others)
- ❑ Transitional in societal rules
- ❑ Internet 2020 : « A rupture of civilisation » (de Rosnay, 2006)
- ❑ Transition in rules of exchange
- ❑ Evolution of societal rules
- ❑ Transformation in democratic practices
- ❑ Emergence of new spaces of materiality
- ❑ Ethical issues
- ❑ Innovation requirements

## 2- Five initial perspectives



# 3- Philosophy of the programme

- ❑ The programme is organised around a central concept : the **Organisational / Societal design**
- ❑ With the objective of looking beyond the corporate scope
- ❑ The programme integrates a geopolitical perspective
- ❑ The programme considers the scientific convergence among key disciplines (nanotechnologies, biotechnologies, informatics) and its impact of the way of doing things (e.g. Organising)
- ❑ The programme adopts a multidisciplinary perspective : Anthropology, Economics, Informatics, Management science, Sociology, History, Engineering

# ISD : A public interest programme

*It aims at analysing societal issues over a long term period (1970-2020)*

By mobilising the best expertise at the international level

Analysing the evolution over a long term period (1970-2020)

Analyse the dynamic of **IS use** : Strategic, Ethical & Societal, Organisational, Technological, and Regulatory

The Historical  
dimension

The Prospective  
dimension

Helping stakeholders at different levels (Executives, managers, youngsters, policy makers, medias elected people) to better understand the importance of the use of Information systems in our societies as well as to seize the importance of stakes related to such a use

- ❑ *Tension France[Nation ] / World*
- ❑ *Tension Citizen / « User » / Client / large entreprise*
- ❑ *Tensions / divides : Included / Excluded / « digital natives » / « non natives »*
- ❑ *Past / future*

## 4- ISD: An international research programme

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- ❑ ISD is an international research programme :
  - ❑ With a recognised and guaranteed scientific approach
  - ❑ Governed according to the international scientific standards
  - ❑ But a programme targeting a full **Societal and Managerial embedness**



## 5- A programme involving the main stakeholders : the targeted communities

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A programme targeting the main usage communities :

- ❑ Companies of course but also
- ❑ Research & Educational communities
- ❑ Young people
- ❑ Public authorities
- ❑ Media
- ❑ Unions ...

- ❑ The whole programme will be funded according to several resources
- ❑ CIGREF Funding (via CIGREF Foundation)
- ❑ Sponsors
- ❑ Collaborative research at the international level
  - > Joint Projects
  - > « Recherche d'arrimage” projects

# 7- ISD Deliverables

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- ❑ A high level research outputs : papers, books and « digital scientific knowledge »
- ❑ A set of proposals and views coproduced with targeted communities
- ❑ A set of key messages towards targeted stakeholders : Executives, CIOs, Policy makers, Media and the whole society

# 7- How the research will be conducted ?

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- ❑ A research conducted according to the international standards: surveys, case studies, interviews, econometric analysis
- ❑ But also by A research aiming at innovating in the ways « we produce science »
- ❑ The Scientific Committee will review the whole programme as well as its production

## 8- The Governance of the Programme

**The Executive Board**

**The Scientific Committee**

**The Organisation Committee**

**The Strategic Board**

**The Historical Committee**

# 9- The Scientific Committee

~~**Jean Eric Aubert**, Lead Specialist, World Bank Institute, World Bank~~

**Surinder Batra**, Professor and Area Chairperson, Information Technology Management Area at Institute of Management Technology, Ghaziabad, India

**Michel Beaudoin-Lafon**, Professor, Université Paris-Sud 11, Director of LRI, Laboratoire de Recherche en Informatique, France

**Pierre-Jean Benghozi**, Professor, Ecole Polytechnique. France

**Marcos Cavalcanti**, Professor, Federal University of Rio de Janeiro, Brazil

**Patrick Fridenson**, Director, Ecole des Hautes Etudes en Sciences sociales, Chief Editor, *Entreprises & Histoire*, Past President, The Business History Conference, France

**Leif Edvinsson**, Professor, University of Lund, Sweden

**Junichi Iijima**, Professor, Vice Dean of the Graduate School of Decision Science and Technology, Tokyo Institute of Technology, Ex-President, Chair of the Advisory Board of the Japan Society for Management Information (JASMIN)

**Tom House**, Professor, Department of Information Science, Graduate School of Operational and Information Sciences, Naval Postgraduate School of Management, Monterey, USA

~~**Dominique Guellec**, Chief Economist, OECD.~~

**Moez Limayem**, Professor, University of l'Arkansas, Past President AIM, Co-Chair of the Programme Committee, ICIS 2008 – USA

**Rik Maes**, Professor, University of Amsterdam, Netherlands

**Lynne Markus**, The John W. Poduska, Sr Professor of Information and Process Management at Bentley University, Senior Editor, *MIS Quarterly*, USA

**Peter Meusburger**, Professor, University of Heidelberg, Germany

**Yves Pigneur**, Professor & Director, Institut des Systèmes d'Information, University of Lausanne, Switzerland, Chief Editor, *Systèmes d'Information et Management*, Switzerland

**Gérald Santucci**, Head of Unit Networked Enterprise & RFID, European Commission

**Pirjo Stahle**, Professor, Finland Futures Research Centres, Finland

**Eric Tsui**, Professor, Hong Kong Polytechnic University, China

**Frantz Rowe**, Professor, Université de Nantes, Co-Chair, ICIS 2008, President, AIM, France

# 10- The programme structure

<b>WP1</b> Business Models	<b>WP 2</b> Ethical and Societal Values	<b>WP 3</b> Outdoor Innovation	<b>WP 4</b> Ubiquitous Networks
<b>WP 5</b> Time, Space and Information Flows	<b>WP 6</b> HR & Work organisation	<b>WP 7</b> IT and Technological convergence	<b>WP 8</b> Microeconomics of IT/IS
<b>WP 9</b> Emerging Practices	<b>WP 10</b> Regulation	<b>WP 11</b> Performance rules and standards	<b>WP 12</b> IS function by 2020
<b>Synthesis</b> IS Futurs: Scenarios for 2020			

# 10- The programme structure

The Five dimensions of the programme	Historical Dimension: Questionings	Prospective Dimension : Questionings	Programme Workpackages
<p><b>Strategic Perspective</b></p>	<ul style="list-style-type: none"> <li>○ What have been over a long period, the major strategic models adopted by companies and what has been specifically their IS component ?</li> <li>○ Can we trace the historical question of "strategic alignment" and its relevance?</li> <li>○ What key players (companies, directors, key persons)?</li> <li>○ What transactions with the general business environment (suppliers, customers, public authorities)?</li> </ul>	<ul style="list-style-type: none"> <li>○ What organisational patterns for the future?</li> <li>○ What methods of coordination between the vertical structure and new forms of implementation of activities?</li> <li>○ What links between transaction and flow of knowledge?</li> <li>○ What perspective for the knowledge flow within organisations ?</li> <li>○ What modelling of the economic and organisational impact of IS ?</li> <li>○ What tools to be defined ?</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">WP1</a> : Business Models , Organisational Models</li> <li>• <a href="#">WP 3</a> : Outdoor Innovation</li> <li>• <a href="#">WP 8</a> : Microeconomics of the use of IT /IS</li> <li>• WP 11 : Tools and Rules of performance</li> </ul>



# 10- The programme structure

The Five dimensions of the programme	Historical Dimension: Questionings	Prospective Dimension : Questionings	Programme Workpackages
<p><b>Societal and Ethical Perspective</b></p>	<ul style="list-style-type: none"> <li>• How to redesign the uses of IS in society since 1970?</li> <li>• What were the the factors acceleration or limitation?</li> <li>• To what extent these uses have been significantly influenced by the behaviour and usages of businesses?</li> <li>• What was specifically the role of government?</li> <li>• What was the role of society in relation to the business?</li> </ul>	<ul style="list-style-type: none"> <li>• What new societal values are emerging?</li> <li>• What links between : subjects / objects / subjects?</li> <li>• What importance for the “outdoor” innovation”?</li> <li>• What importance for ubiquitous networks?</li> <li>• What ethical rules and regulations are emerging?</li> <li>• What national / regional differences ?</li> </ul>	<p>WP 2 : Societal Values, norms and ethics</p> <p>WP 3 : Ubiquitous networks and usage developments</p>

# 10- The programme structure

The Five dimensions of the programme	Historical Dimension: Questionings	Prospective Dimension : Questionings	Programme Workpackages
<b>Organisational Perspective</b>	<ul style="list-style-type: none"> <li>○ How the issue of organisation has been raised since 1970?</li> <li>○ What were the dominant structural models?</li> <li>○ What was the role of IS ?</li> <li>○ How IS function has been structured?</li> <li>○ What were the key features?</li> <li>○ What were the dominant ways of organising work ?</li> </ul>	<ul style="list-style-type: none"> <li>○ What forms of organisation work by 2020?</li> <li>○ How can IS contribute in organisational coordination under new contracts and new regulations ?</li> <li>○ What managerial practices emerging?</li> <li>○ How important standards will be?</li> </ul>	<p>WP 6 : Human Resources and Work organisation            WP 9 : Emerging practices and standards</p>

# 10- The programme structure

The Five dimensions of the programme	Historical Dimension: Questionings	Prospective Dimension : Questionings	Programme Workpackages
<p><b>Technological Perspective</b></p>	<ul style="list-style-type: none"> <li>○ What mapping of technologies can be made?</li> <li>○ What were the main initiators (companies, key persons)?</li> <li>○ What key success factors ?</li> <li>○ What lessons learned?</li> </ul>	<ul style="list-style-type: none"> <li>○ What emerging technologies?</li> <li>○ What expected/ observable technology convergence (nanotechnology, biotech, information technology)?</li> <li>○ What impacts for IS?</li> </ul>	<p>WP 7 : IT and technological convergence</p>

# 10- The programme structure

The Five dimensions of the programme	Historical Dimension: Questionings	Prospective Dimension : Questionings	Programme Workpackages
Regulatory Perspective	• What were the most important regulation rules ?	• What should be / will be the most important regulation rules ?	WP 10 : Regulations