

FEBRUARY 2007 RESEARCH REPORT  
COLLEGE OF MANAGEMENT  
NC STATE UNIVERSITY

**Newly Accepted Refereed Journal Articles**

Mitzi Montoya-Weiss

“Usability of Online Services: The Role of Technology Readiness and Context”, with Anne P. Massey and Vijay Khatri, *Decisions Sciences Journal*

An important prerequisite for the success of any online service is ensuring that customers' experience – via the interface – satisfies both sensory and functional needs. Developing interfaces that are responsive to customers' needs requires a perspective on interface design as well as a deep understanding of the customers themselves. Drawing upon research in consumer behavior concerning consumer beliefs about technology, we deploy an alternative way to describe customers based on psychographic characteristics. *Technology readiness* (TR), a multidimensional psychographic construct, offers a way to segment online customers based upon underlying positive and negative technology beliefs. The core premise of this study is that the beliefs form the foundation for expectations of how things should work and how specific online service interfaces are evaluated by customers. At the same time, usability evaluations of specific online services might be contingent on contextual factors, specifically the type of site (hedonic vs. utilitarian) and access method (Web vs. wireless Web). The aspects of usability examined here are those incorporated into the usability metric and instrument based on the Microsoft Usability Guidelines (MUG). The results of an empirical study with 160 participants indicate that (i) TR customer segments vary in usability requirements, and (ii) usability evaluations of specific online service interfaces are influenced by complex interactions among site type, access method, and TR segment membership. As organizations continue to expand their online service offerings, managers must recognize that the interface exists to serve the customers, so their design must be matched to market needs and TR.

“Can you Hear Me Now? Communication in Virtual Product Development Teams”, with Anne P. Massey, Caisy Hung, and Brad Crisp, *Journal of Product Innovation Management*

Globalization and technological advances are driving organizations to extend the boundaries of new product development (NPD) teams from traditional co-located settings to dispersed or virtual settings. Virtual NPD teams have a wide array of information and communication technologies (ICTs) at their disposal. ICTs allow team members to communicate and collaborate as they cope with the opportunities and challenges of cross-boundary work. The purpose of this paper is to explore ICT use by members of virtual NPD teams. Our study presents an exploratory test and integration of two competing perspectives of media use in virtual teams – media capacity theories and social dynamic media theories. Specifically, we examine the role of task type, organizational context, and ICT type as critical contingency variables affecting ICT use. We also examine how different patterns of ICT use relate to individual perceptions of team performance. The findings from our study of 184 members of virtual NPD teams in three global firms suggest that communication via ICTs in virtual NPD teams is contingent on a range of factors.

## Publications

Ted Baker

Ted Baker and Timothy S. Pollock. *Making the Marriage Work: The Benefits of Strategy's Takeover of Entrepreneurship for Strategic Organization*, Strategic Organization! 5 (3), 2007.

Robert Handfield

Krause, Daniel, Handfield, Robert, and Tyler, Beverly, "The Relationship Between Supplier Development, Commitment, Social Capital Accumulation and Performance Improvement" *Journal of Operations Management* special issue on Organization Theory and Supply Chain Management, 25(2007) 525-548.

Chuck Knoeber

Fanis Tsoulouhas, Chuck Knoeber and Anup Agrawal (University of Alabama), "Contests to Become CEO: Incentives, Selection and Handicaps." Lead paper in *Economic Theory* 30 (2007), 195-221.

Mitzi Montoya-Weiss

"A Multi-level Performance Framework for Knowledge Management", with Anne P. Massey and V. Ramesh. In Jennex, M. (Ed.), *Knowledge Management in Modern Organizations*, Idea Group, Inc.

Fanis Tsoulouhas

Fanis Tsoulouhas, Chuck Knoeber and Anup Agrawal (University of Alabama), "Contests to Become CEO: Incentives, Selection and Handicaps." Lead paper in *Economic Theory* 30 (2007), 195-221.

Steve Schanz

"The Draft International Convention on Telemedicine and Telehealth: Its Importance To Intellectual Property," *Telehealth Law*, March 2007.

Beverly Tyler

Krause, Daniel, Handfield, Robert, and Tyler, Beverly, "The Relationship Between Supplier Development, Commitment, Social Capital Accumulation and Performance Improvement" *Journal of Operations Management* special issue on Organization Theory and Supply Chain Management, 25(2007) 525-548.

## **Grants**

Wooseong Kang

“The Impact of Product Portfolio and Innovation Strategy on Financial Performance,” with Mitzi Montoya-Weiss, Center for Innovation Management Studies.

Mitzi Montoya-Weiss

“The Impact of Product Portfolio and Innovation Strategy on Financial Performance,” with Wooseong Kang, Center for Innovation Management Studies.

Fay Payton

First SAS Fellow Award

RedHat Sponsorship for Student Presentation at the Georgia Tech T2 Symposium

## **Presentations**

David Baumer

“Commercially Reasonable Security: The Emerging Technical, Legal and Accounting Standards,” 2007 Spring Workshop co-sponsored by Intel Corporation and The Privacy Place, NCSU Centennial Campus.

Marianne Bradford

“Market Reactions to Announcements of IS Outsourcing Decisions: An Analysis of the Impact of Financial Characteristics and Managerial Outsourcing Justifications,” with Mark Beasley and Don Pagach, AAA Information Systems Section Midyear Conference January 3-6, 2007

Art Padilla

“In skating over thin ice, our safety is our speed,” keynote address at the "Future of Furniture Forum," Feb 21, in Hickory, NC, at Lenoir Rhyne College. Art also participated in a panel with five top furniture CEOs.

Fay Payton

January 2007, Invited Presenter, Digital Divides: STEM Education Implications , UNC Institute of African American Research

## **Other recognition**

Marianne Bradford has been invited to join the Editorial Advisory and Review Board of the *Journal of Information Systems*