



ECIME 2008



2nd European Conference on Information Management and Evaluation

**Royal Holloway, University of London, UK
11-12 September 2008**

Keynote presentation outline: *ICTs and Global Working in a Non-Flat World*

This presentation will reject the hypothesis of Thomas Friedman that ICT-enabled globalisation is driving us towards a flat world. Instead, it will be argued that the world remains uneven, full of seams, culturally heterogeneous, locally specific, inequitable, not well-integrated and constantly changing. This argument will be supported by an analysis of three areas of ICT-enabled global working, namely global software outsourcing, global IS roll-out and global virtual teams. The presentation will then build on these analyses to put forward an agenda for future IS research on ICTs and global working based on three research themes: identity and cross-cultural working; globalisation, localisation and standardisation; and power, knowledge and control.

Professor Geoff Walsham

Geoff Walsham is a Professor of Management Studies (Information Systems) at Judge Business School, University of Cambridge. In addition to Cambridge, he has held academic posts at the University of Lancaster in the UK where he was Professor of Information Management, the University of Nairobi in Kenya, and Mindanao State University in the Philippines. His teaching and research is focused on the question: are we making a better world with information and communication technologies? He was one of the early pioneers of interpretive approaches to research on information systems. He is currently a Senior Editor of MIS Quarterly. His publications include 'Interpreting Information Systems in Organizations' (Wiley 1993), and 'Making a World of Difference: IT in a Global Context' (Wiley, 2001).