



**SIGABIS Track at: Annual INFORMS Meeting,  
Nov. 17-20, 2002, San Jose**

**Cluster Topic: "E-Business Strategies, Models, and Optimization"  
Session 3 Theme: "Impact of New IS Capabilities on the Structure of  
B2B Relationships"**

<http://www.informs.org/Conf/SanJose2002/>

Co-Chairs: C. Schlueter Langdon, USC Marshall School of Business, and R. Sikora, University of Texas at Arlington

Nov. 19, 8-9:30 AM, TA09, Convention Center, Concourse Level, Center Ballroom A3

### **1. "Web Services: The Next Big Thing?--An exploratory analysis of Web services capabilities"**

Paul Mackinaw, Accenture Technology Labs, Palo Alto; C. Schlueter-Langdon, USC, and Alexander Hars, University of Bayreuth

Web services (WS) vendors promise that WS-based IS can more easily facilitate interaction across systems than current technology. However, many issues remain unsolved and are investigated in a qualitative study: What exactly is a WS or how to define it as a unit of analysis? How does a WS as an IT innovation affect IS capabilities? We present intermediate results of this ongoing, international study.

This presentation includes a live demonstration of a WS-based prototype, "Live Information Objects," developed by Accenture Technology Labs.

### **2. "Interorganizational IS and Relational Value"**

Saraf, N., and C. Schlueter Langdon, both USC Marshall School of Business

Inter-organizational IS influence how valued is derived from relationship networks. We measure network relational value as benefits from exploiting interdependencies across relationships. Using knowledge sharing as a mediating variable we investigate how three types of IS capabilities affect the creation of relational value. The research model is being tested in the global communications and high-tech industry.

### **3. "Recognizing Interaction Effects in IS Research: Complementing IS Research Methodology"**

Schlueter Langdon, C., USC, R. Sikora, UTA, and M. J. Shaw, University of Illinois at Urbana-





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Many IS research problems, such as IT standardization and the alignment of IS and business strategy, exhibit interaction effects. Increased market volatility and accelerated rate of IT innovation require an understanding of the dynamics of interaction effects. In order to investigate these effects we propose to complement formal modeling methods with new analytic modeling techniques.

### Multimedia



### Acknowledgements

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**SIGABIS**

Official Special Interest Group on  
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