

BUSI8205

Bibliography

Readings are available electronically through the MUN Library, except where noted.

Class 2:

- Carr, Nicholas D. (2003) IT doesn't matter. *Harvard Business Review*. 81(5), 41-49.
- Brynjolfsson, E. and Hitt, L.M. (1998) Beyond the productivity paradox. *Communications of the ACM*. 41(8), 49-55.

Class 3:

- McAfee, A. and Brynjolfsson, E. (2008) Investing in the IT that makes a competitive difference. *Harvard Business Review*. Jul-Aug 2008, 98-107.
- Kohli, R. (2007) Innovating to create IT-based new business opportunities at United Parcel Service. *MIS Quarterly Executive* 6(4), 199-210.

Class 4:

- Mitra, S., Sambamurthy, V. and Westerman, G. (2011) Measuring IT performance and communicating value. *MIS Quarterly Executive* 10(1), 47-59.
- Reimus, B. (1997) The IT System that couldn't deliver. *Harvard Business Review* 75(3). May-June 1997, 22-35.

Class 5:

- Hammer, M. (1990) Reengineering work: Don't automate, obliterate. *Harvard Business Review*. 68(4), 104-112.
- Hammer, M. (2007) The process audit. *Harvard Business Review*. 85(4), 111-123.

Class 6

- Hall, G., Rosenthal, J. and Wade, J. (1993) How to make reengineering really work. *Harvard Business Review*. Nov-Dec 1993, 119-131.
- Balaji, S., Ranganathan, C. and Coleman, T. (2011) IT-led process reengineering: How Sloan Valve redesigned its new product development process. *MIS Quarterly Executive* 10(2), 81-92.

Class 7

- Davenport, T.H. (1998) Putting the enterprise into the enterprise system. *Harvard Business Review*. 76(4), 121-131.
- Willcocks, L.P. and Sykes, R. (2000) The Role of the CIO and IT Function in ERP. *Communications of the ACM*. 43(4), 32-38.

Class 8:

- Davenport, T.H. (2006) Competing on analytics. *Harvard Business Review*. 84(1), 98-107.
- Davenport, T.H. and Harris, J.G. (2007) The dark side of customer analytics. *Harvard Business Review*. 85(5), 37-48. (includes commentaries)

Class 9:

- Rigby, D.K., Reichheld, F.F. and Schefter, P. (2002) Avoid the four perils of CRM. *Harvard Business Review*. February 2002, 101-109.
- Fusaro, R.A. (2004) None of our business. *Harvard Business Review* 82(12), December 2004, 33-44.

Class 10:

- Nolan, R. and McFarlan, F.W. (2005) Information technology and the board of directors. *Harvard Business Review*. 83(10), 96-106.
- Huff, S., Maher, P.M. And Munro, M.C. (2006) Information Technology and the board of directors: Is there an IT attention deficit? *MIS Quarterly Executive* 5(2), 55-68.
- CICA (2004) 20 questions directors should ask about IT. Online at www.cica.ca/itac

Class 11:

- Preston, D. and Karahanna, E. (2009) How to develop a shared vision: The key to IS strategic alignment. *MIS Quarterly Executive* 8(1), 1-8.
- Fonstad, N.O. And Subramani, M. (2009) Building enterprise alignment: A case study. *MIS Quarterly Executive* 8(1), 31-41.

Class 12:

- Ross, J.W. and Weill, P. (2002) Six IT decisions your IT people shouldn't make. *Harvard Business Review*. 80(11), 84-92.
- De Haes, S., Gemke, D., Thorp, J. and Van Grembergen, W. (2011) KLM's enterprise governance of IT journey: From managing IT costs to managing business value. *MIS Quarterly Executive* 10(3), 109-120.

Class 13:

- McAfee, A. (2006) Mastering the three worlds of information technology. *Harvard Business Review*, November 2006, pp. 141-149.
- Glaser, J.P. (2007) Too far ahead of the IT curve? *Harvard Business Review*, July/August 2007, pp. 29-39.

Class 14:

- Nelson, R.R. (2007). IT project management: Infamous failures, classic mistakes, and best practices. *MIS Quarterly Executive* 6(2), 67-78.
- CICA (2007) 20 questions directors should ask about IT projects. Online at www.cica.ca/itac
- McNulty, E. (2003) They bought in, now they want to bail out. *Harvard Business Review*, December 2003, pp. 29-38.

Class 15:

- Greiner, L. (2007) ITIL: The International Repository of IT Wisdom. *IEEE Networker*, December 2007, pp. 9-11.
- Potter, J.G. and Hsiung, H. (2008) Service-level agreements: Aligning performance and expectations. *IEEE IT Pro*, November/December 2008, pp. 41-47.

- ILX Group (2007) *ITIL v3 Process Map*. online at <http://ilxgroup.com/downloads/itil-v3-process-model.pdf>

Class 16:

- Austin, R.D. and Darby, C.A.R. (2003) The myth of secure computing. *Harvard Business Review*. 81(6), 120-126.
- CICA (2010) 20 questions directors should ask about information technology security. Online at www.cica.ca/itac
- Eisenmann (2009) When hackers turn to blackmail. *Harvard Business Review*. October 2009, 39-48.

Class 17:

- Kayworth, T. and Whitten, D. (2010) Effective information security requires a balance of social and technology factors. *MIS Quarterly Executive* 9(3), 163-175.
- McNulty (2007) Boss, I think someone stole our customer data. *Harvard Business Review*. 85(9), 37-50.
- Payment Card Industry Association (2008) PCI Quick Reference Guid. Available online at https://www.pcisecuritystandards.org/documents/pci_ssc_quick_guide.pdf
(Read this last one only superficially)

Class 18:

- CICA (2005) 20 Questions directors should ask about the information technology aspects of business continuity planning. Online at www.cica.ca/itac
- Junglas, I. And Ives, B. (2007) Recovering IT in a disaster: Lessons from hurricane Katrina. *MIS Quarterly Executive* 6(1), 39-51.

Class 19:

- Allman, E. (2006) Complying with compliance. *ACM Queue*. 4(7), 18-21.
- Beeler, G.W. and Garnder, D. (2006) A requirements primer. *ACM Queue*. 4(7), 22-26.
- Cannon, J.C. and Byers, M. (2006) Compliance deconstructed. *ACM Queue*. 4(7), 30-37.

Class 20:

- Pisano, G.P. And Verganti, R. (2008) Which kind of collaboration is right for you? *Harvard Business Review*. Dec 2008, 78-86.
- Wilson, S. and Kambil, A. (2008) Open source: Salvation or suicide? *Harvard Business Review*. Apr 2008, 33-44.

Class 21:

- Culnan, M.J., McHugh, P.J. And Zubillaga, J.I. (2010) How large US companies can use Twitter and other social media to gain business value. *MIS Quarterly Executive* 9(4) 243-259
- Gaines-Ross, L. (2010) Reputation warfare. *Harvard Business Review*, Dec 2010, 70-76.
- Suitt, H. (2003) A blogger in their midst. *Harvard Business Review*. Sep 2004, 30-40. (Includes commentary)