



## Doing Better Through Outsourcing and Offshoring

### WORKSHOP PROGRAM

**Day 1: Monday March 22 2010** (18:00-20:00)

**18:00: Registration and Reception**

**19:00-19:15: Welcome and agenda**

**19:15-20:00: Keynote speaker, Leslie Willcocks**

**Day 2: Tuesday March 23 2010** (14:00–19:30, followed by Workshop dinner)

**Session 1: Sourcing Models and Performance (1)**

**Session Chair:** Leslie Willcocks

14:00 – 14:35 GSW10-01: *“Strategic Orientation in the Globalization of Software Firms”*

Authors: Jason Dedrick, Kenneth L. Kraemer, Erran Carmel, Debora Dunkle

Discussant: Paul Alpar

14:35 – 15:10 GSW10-27: *“Adaptability in IT Sourcing: The Impact of Switching Costs”*

Author: Dwayne Whitten

Discussant: Jorg Augustin

**15:10 – 15:15 Short break**

15:15 - 15:50 GSW10-08: *“Information Technology Outsourcing and the Bottom Line”*

Authors: Paul Alpar, Patrick Noll

Discussant: Kenneth Kraemer

15:50 – 16:15 GSW10-34: *“Results of the Pan-European Survey of Outsourcing Trends: The Client Perspective”*

Authors: Ilan Oshri, Julia Kotlarsky

**16:15 – 16:30 Coffee break**

**Session 2: Sourcing Models and Performance (2)**

**Session Chair:** Sirikka Jarvenpaa

16:30 – 17:05 GSW10-10: *“Unlocking Path Dependencies in Business Process Outsourcing Decision Making”*

Authors: Joerg Augustin, Armin Heinzl, Jens Dibbern

Discussant: Tom Philip

17:05 - 17:40 GSW10-29: *“Motives and Status Quo of the Internationalization of IT-Shared Service Centers- Global Sourcing, Global Delivery, Global Efficiency”*

Authors: Till Julian Möwes, Veit Schulz

Discussant: Erik Beulen

17:40 - 18:15 GSW10-05: *“Parallel Transitions in IT Outsourcing: Making it Happen”*

Authors: Erik Beulen, Vinay Tiwari

Discussant: Albert Plugge

**18:15 – 18:20 Short break**

**Session 3: Building Sourcing Capabilities (1)**

**Session chair:** Jens Dibbern

18:20 – 18:55 GSW10-02: *“Strategic Sourcing of R & D: The Determinants of Success”*

Authors: Jacques W. Brook, Albert Plugge

Discussant: Sirikka Jarvenpaa

18:55 – 19:30 GSW10-33: *“Living Labs: Arbiters of Mid-and-Ground-Level Innovation”*

Authors: Esteve Almirall, Jonathan Wareham

Discussant: Jos van Hillegersberg

**19:30 Workshop dinner in the Prato Borni restaurant**

**Day 3: Wednesday March 24 2010** (14:30-19:30 followed by the Workshop Dinner)

**Session 4: Building Sourcing Capabilities (2)**

**Session chair:** Armin Heinzl

14:30 – 15:05 GSW10-24: *“Evolving Relationship Structures in Multi-Sourcing Arrangements: The Case of Mission Critical Outsourcing”*

Authors: Ilja Heitlager, Remko Helms, Sjaak Brinkkemper

Discussant: Floor De Jong

15:05 – 15:40 GSW10-31: *“The Roles of the Contracts and Informal Relations in the Governance of the IT Outsourcing Process”*  
Authors: Giovanni Vaia, Aurelio Tomasetti, Francesco Zirpoli  
Discussant: Dwayne Whitten

15:40 – 16:15 GSW10-09: *“Management of Globally Distributed Software Development Projects in Multiple-Vendor Constellations”*  
Authors: Katharina Vogt, Roman Beck, Robert Wayne Gregory  
Discussant: Ilija Heitlager

**16:15 - 16:30 Coffee break**

#### **Session 5: Corporate Social Responsibility in Sourcing**

**Session chair:** Kenneth Kraemer

16:30 - 17:05 GSW10-06: *“How Green is my Outsourcer? Towards a Stages of Growth Model for Environmental Responsibility in Global IT Outsourcing”*  
Authors: Ron Babin, Brian Nicholson  
Discussant: Joachim Timlon

17:05 - 17:40 GSW10-14: *“Strategic Sourcing Decisions and Corporate Social Responsibility: The Logic of Appropriateness Applied to the Brazilian Market”*  
Authors: Joachim Timlon, Janine Saponara  
Discussant: Giovanni Vaia

**17:40-17:45 Short break**

#### **Session 6: Governance and management issues in Sourcing**

**Session chair:** Brian Nicholson

17:45 – 18:20 GSW10-17: *“Portfolios of Control: Research Outsourcing Discourses and Their Potential for Discipline”*  
Authors: Eleni Lioliou, Leslie Willcocks  
Discussant: Armin Heinzl

18:20 – 18:55 GSW10-19: *“Governance of Offshore IT Outsourcing at Shell Global Functions IT-BAM: Development and Application of a Governance Framework to Improve Outsourcing Relationships”*  
Authors: Floor de Jong, Jos van Hillegersberg, Pascal van Eck, Feiko van der Kolk  
Discussant: Eleni Lioliou

18:55 – 19:30 GSW10-23: *“Software-as-a-Service Vendors: Are they Ready to Successfully Deliver?”*

Authors: Tsipi Heart, Noa Shamir Tsur, Nava Pliskin

Discussant: Veit Schulz

19:30 **Workshop dinner in the Dining Room of the Hotel Schweizerhof**

**Day 4: Thursday March 25 2010 (14:30-19:00)**

#### **Session 7: Knowledge and Collaboration in Sourcing**

**Session chair:** Ron Babin

14:30 – 15:05 GSW10-28: *“Facilitating Productive Collaboration in Offshore Software Development Work: Project Management as Sociomaterial “Sense-shaping””*  
Authors: Seamas Kelly, Camilla Noonan, Simeon Vidolov  
Discussant: Brian Nicholson

15:05 – 15:30 GSW10-36: *“How organizational context and boundary spanning processes shape active faultlines in offshore engineering services teams”*  
Author: Sirkka Jarvenpaa

**15:40 - 15:45 Short break**

15:45 – 16:20 GSW10-12: *“Knowledge Integration in Global R&D Networks”*  
Authors: Roos Erkelens, Bart van den Hooff, Paul Vlaar, Marleen Huysman  
Discussant: Erik Wende

16:20 – 16:55 GSW10-04: *“Exploring the Media Mix During IT-Offshore Transition Phase- An Opportunity for a Better Knowledge Transfer”*  
Authors: Erik Wende, Gerhard Schwabe, Tom Philip  
Discussant: Camilla Noonan

**16:55 - 17:10 Coffee break**

#### **Session 8: Emerging Topics in Sourcing**

**Session chair:** Jos van Hillegersberg

17:10 – 17:45 GSW10-32: *“Delineating the Limits in Public Sector Outsourcing: The ASPIRE Case”*  
Authors: Antonio Cordella, Leslie Willcocks  
Discussant: Roos Erkelens

17:50 – 18:25 GSW10-38: *“A European Research Agenda on the Evolution of Global Sourcing Relationships”*  
Author: Gerhard F. Knolmayer

**18:25 – 19:00 Closing Words, Leslie Willcocks**

