

The First Workshop on Information Systems and Economics  
December 3, 1989  
MIT Sloan School of Management, Cambridge, Massachusetts  
Workshop co-chairs: J. Yannis Bakos (UC Irvine) and Chris F. Kemerer (MIT)

**WORKSHOP PROGRAM**

**12pm-12:20pm: Opening Remarks and Introductions** (Schell Room, E51-332)

**12:25pm-1:10pm: Panel discussion** (Room E51-332)

"Economic Theory and Information Systems Research: Looking Back, Looking Ahead."  
Charles H. Kriebel (CMU), Haim Mendelson (Stanford) and Jeffrey H. Moore (Stanford).

**1:10pm-1:15pm: Break**

**1:15pm-2:15pm: Parallel Sessions I**

A: Information Economics (Room E52-341)

A1: "Information Economics and Information Systems Strategy." Eric K. Clemons, Paul R. Kleindorfer, Sea Jin Chang, and Michael C. Row (University of Pennsylvania).

A2: "The Action Relevant Description of States and its Implications for the Design and Choice of Information Systems." Anitesh Barua and Vasu Krishnamurthy (CMU)

B: Pricing of I/S Services (Room E51-310)

B1: "Accounting for Shared Information Systems Costs." J. Christopher Westland (USC).

B2: "Priority Pricing of Computer Services: Incentive, Information and Queueing Effects."  
Haim Mendelson and Seungjin Whang (Stanford).

**2:15pm-2:25pm: Break**

**2:25pm-3:55pm: Parallel Sessions II**

A: Information Systems and Industrial Organization (Room E52-341)

A3: "Reducing Market Search Costs: The Impact of Electronic Marketplaces in Differentiated Markets." J. Yannis Bakos (UC Irvine).

A4: "Interorganizational Information Technology Offered to Consumers: Pricing and Introduction." Barrie R. Nault (University of British Columbia).

A5: "The Economics of Switching Costs in Interorganizational Systems." William G. Chismar and Johannes Meier (University of Hawaii).

B: Information Systems as an Economic Input (Room E51-310)

B3: "A Neoclassical Production View on Management Information System Effectiveness: The Impact of Inventory Control Decisions on the Organization." Randolph B. Cooper (University of Michigan) and Tridas Mukhopadhyay (CMU).

B4: "An Integrative Model of Information Systems Spending Growth" Vijay Gurbaxani (UC Irvine) and Haim Mendelson (Stanford).

B5: "Measuring Input Productivity Gains from Information Technology." Rajiv Banker (University of Minnesota), Robert J. Kauffman (NYU) and Richard C. Morey (University of Cincinnati).

**3:55pm-4:15pm Coffee Break**

**4:15pm-5:15pm Parallel Sessions III**

A: Measuring Information Systems Performance (Room E52-341)

A6: "A New Approach to Measuring the Business Value of Information Technologies."  
Anitesh Barua, Charles H. Kriebel and Tridas Mukhopadhyay (CMU).

A7: "Performance Evaluation of IS Development Manager-Agents." Rajiv D. Banker (University of Minnesota) and Chris F. Kemerer (MIT).

B: Management of Distributed Systems (Room E51-310)

B6: "Department Level Computing: An Organizational Economics Perspective." Cynthia M. Beath (University of Minnesota).

B7: "The Costs and Benefits of Data Integration in Large Organizations." Dale L. Goodhue (University of Minnesota).

**5:15pm-5:25pm: Break**

**5:25pm-6:10pm Panel discussion** (Room E51-332)

"Coordination Theory and Economic Activity." James C. Emery (University of Pennsylvania), Thomas M. Malone (MIT) and Andrew B. Whinston (University of Texas).

**6:10pm-6:30pm: Wrapup and closing remarks** (Room E51-332)

**6:30pm: Open dinner signups**