

2010 Annual International Conference  
co-sponsored by  
Japan Association for Information Systems  
and  
Japan Society for Management Information

13h30-17h, Wednesday 15th December 2010  
The Hyatt Regency St Louis (actual room tba)

Theme:  
“Information Technology: Gateway to the Future”

I. Future Perspectives

1. Dynamic Interaction between Business Models and Information Systems  
Masao KAKIHARA, Yahoo! JAPAN Research
2. Efficacy of BSC in Evaluating the Return on IT Investments  
Masaaki HIRANO, Waseda University

-----

II. Cross-Cultural Perspectives

3. The factor of the cultural environment to characterize an information system design of Japan  
Tetsuya UCHIKI, Saitama University
4. Why Japanese IT companies failed in India?  
Michiko MATSUSHITA, Kanto Gakuin University
5. Exploratory Study: Comparison of electronic word-of-mouth (eWOM) between Japan and U.S.  
Makoto NAKAYAMA, DePaul University  
Norma SUTCLIFFE, DePaul University  
Yun WAN, University of Houston - Victoria