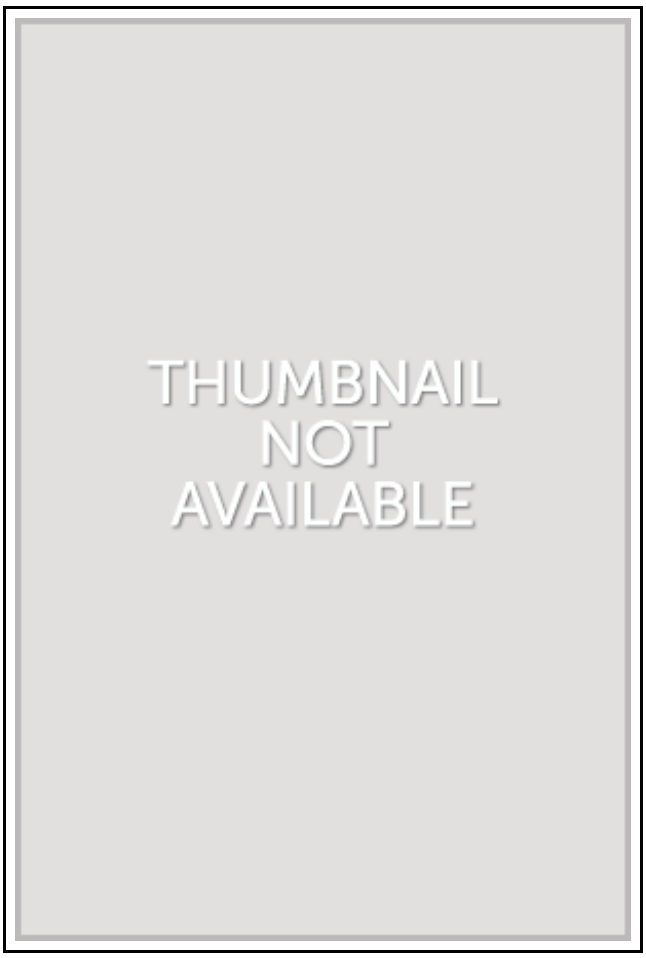
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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Motivating Strategic Alliance for Composite Information Systems: The Case of a Major Regional Hospital Abstract This paper explores the nature of strategic goals underlying composite information systems (CIS) and ways to increase their likelihood of success. It studies a major regional hospital and its relationships with its physicians as part of a case study for providing physicians and staff convenient interface to disparate hospital departments. This situation is a particularly appropriate CIS example, involving loosely-coupled and inter-dependent relationships (i.e., the physicians can affiliate with any hospital they want). Three approaches to motivating strategic alliances are identified: bi-directional benefits, co-op)erative payoffs, and asymmetrical control. Examples illustrate how these approaches were used in the design and implementation of the hospital s CIS. Key Words And Phases: Strategic alliances, composite information systems, inter-organizational information systems, information systems for competitive advantage. 1. Introduction The combination of turbulent global economy with increased competition and recent advances in computer and communications technologies have generated significant interest in, and successful examples of, using such information technology (IT) for strategic applications [8]. Many of these strategic applications require inter-organizational systems (e.g., to connect with suppliers andor buyers) or more integrated intra-organizational systems (e.g. to connect together disparate parts of the business). In either case, we refer to such systems as Composite Information Systems (CIS). Any effort to plan and implement a CIS must deal with the issue of motivating strategic alliances among the participants. This paper uses the experience of one organization, a major regional hospital, to illustrate this issue. We analyze the hospitals market position and key aspects of its organizational structure. The cooperative and incentive-based aspects of boundary-crossing CIS receive particular...

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