
Supporting Organizational Critical Activities From Web Sites: An Evaluation Methodology Development

CCU MIS

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中正資管

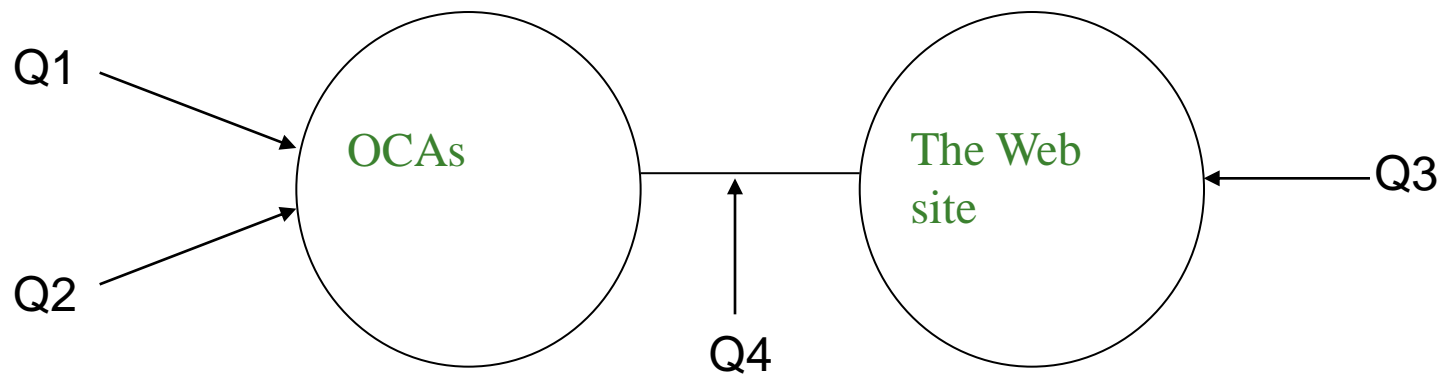
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Research Backgrounds

- PhD thesis topic
 - Supporting Organizational Critical Activities From Web Sites: An Evaluation Methodology Development
 - Motivations
 - Practical: The needs of methodology to measure the alignment between business strategies (BS) and Web designs
 - Academic: The gap in the BS and Web evaluation literature
 - Use OCAs to represent BS
 - What are organizational critical activities (OCAs)?
 - DF: A list of organizational activities which must be conducted constantly in order to achieve organizational success
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Research Questions

1. What **kinds** of activity are OCAs and what is a proper **definition** of this kind of activities?
2. How can OCAs be identified, and what **methodology** and sources can be used?
3. How a Web site can be **evaluated** in terms of how well the Web site supports the OCAs?
4. How can the **support** be discussed?



Conceptualization of OCAs

1. Different from
 - ❑ CSFs
 - ❑ Value-Added Activities
 - ❑ Strategic Activities
 2. Business typologies and environment
 3. Intended or Realised OCAs
 - ❑ Intended: What OCAs they believe that they are conducting?
 4. Method: Interview, Self-typing
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Issues in Web Site Evaluation

1. Perspectives

- ❑ Who is the evaluator? The provider or user?
- ❑ Adding value to whom? The business or customer?
- ❑ Business provider perspective is chosen

2. Criteria

- ❑ Effectiveness and Efficiency
- ❑ Informativeness and Interactiveness are chosen

3. Web evaluation methodology

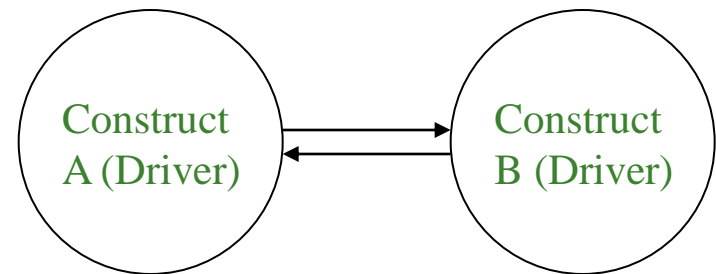
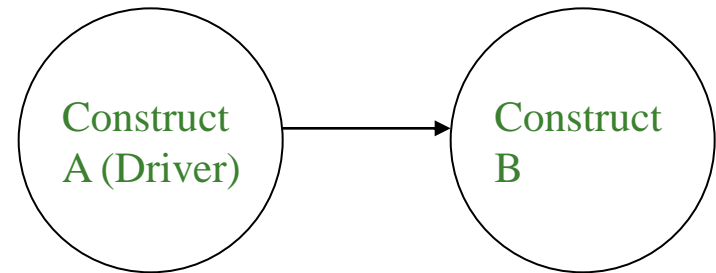
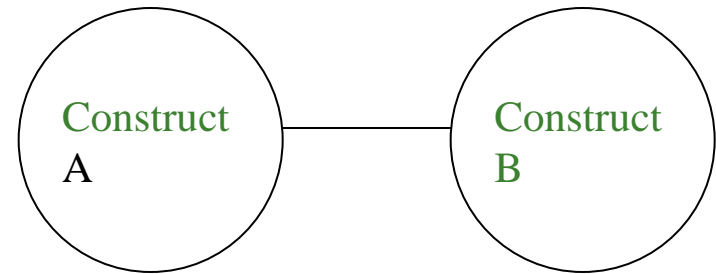
- ❑ Qualitative or Quantitative data
 - ❑ Qualitative or Quantitative analysis
 - ❑ Manual or Automated approach
 - ❑ Quantitative analysis on qualitative data manually is chosen
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Learn from the IS Alignment

1. Support = Particular type of alignment

2. Driver

- None
- One-way (Chosen)
- Two-way



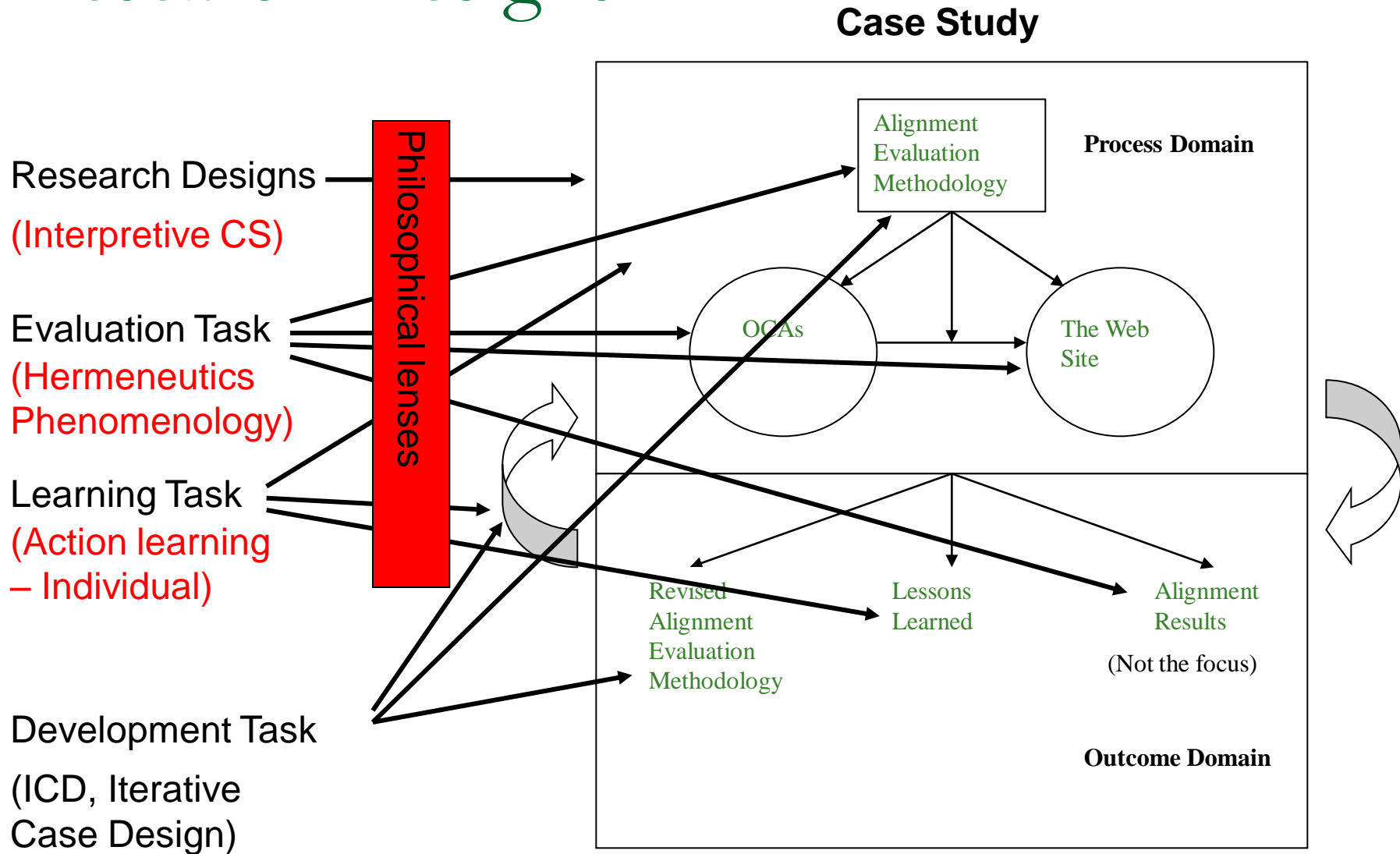
Learn from the IS Alignment

	Alignment Dimensions			
OCAAs	Effect	Social	Cog.	Current
Web sites	Effect	Intel.	Beha.	Current

Research Objectives

1. To develop a methodology based on the literature which can be utilized to
 - ❑ Elicit a list of OCAs from the management
 - ❑ Elicit a list of OCAs from the Web site
 - ❑ Discuss the support made from organizational Web sites to OCAs
 2. To improve the methodology
 3. To learn from the development process
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Research Designs



Research Designs

- Field data
 - All universities in New Zealand (5/North and 3/South)
 - 43 semi-structured interviews/45 interviewees
 - To describe a list of OCAs
 - To prioritize the OCAs
 - Assessment on eight university Web sites
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Highlights of Research Findings

- Alignment evaluation methodology
 - Definition of OCAs
 - Interview questions
 - A set of process for Web evaluation
 - OCAs Repository (33 OCAs)
 - Forms and principles for data analysis
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Highlights of Research Findings

■ Characteristics of OCAs

- ❑ An **organisational priority**
 - ❑ Recognised as being essential to **short-, medium- and long-term** success in that industry
 - ❑ Have been **significantly resourced**, and receive **regular** senior management **monitoring** and **direction**
 - ❑ **Senior management** drives OCAs
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Highlights of Research Findings

- Eliciting OCAs from interviews
 - Ask “strategic questions” first
 - Repeat DF – do not remember, improper answers
 - More elaboration – do not understand
 - Address characteristics of OCAs from the definition – cannot prioritise since OCAs are equal weight
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