

Subject: Announcement: Launch of the ISS–ISR Webinar Series (Inaugural Webinar with Dr. Arun Rai)

The INFORMS Information Systems Society (ISS), jointly with Information Systems Research (ISR), is pleased to launch a new initiative: the **ISS–ISR Webinar Series**.

The objectives of this series are to:

- (1) Publicize outstanding research recently published in ISR;
- (2) Promote and disseminate high-quality scholarship within the IS community; and
- (3) Provide insights into the knowledge-generation process that are often not visible in the final published articles.

Each webinar will be conducted via Zoom and will last one hour. The first half will feature a presentation of the paper, while the second half will focus on the research and publication process—such as how the research idea originated, why the question is interesting and important, major challenges encountered during the research and review process, particularly helpful or controversial reviewer/editor comments, and key lessons learned. Because readers typically only see the final published version, we believe this “behind-the-scenes” perspective will offer unique value to the community.

We are delighted to announce that the inaugural speaker of the ISS–ISR Webinar Series will be Dr. Arun Rai. He will discuss his impactful paper published in ISR (2024).

**Speaker: Dr. Arun Rai (Howard S. Starks Distinguished Chair, Robinson College of Business, Georgia State University; former Editor-in-Chief of *MIS Quarterly*)**

**Time: 8:00–9:00 PM US Eastern Time, Monday, March 23**

**Title: “Business Value of Information Technology Capabilities: An Institutional Governance Perspective” (ISR, 2024, 35(1), 28–44)**

**Abstract:** Prior research has differentiated intrafirm information technology (IT) capabilities that reduce internal coordination costs and interfirm IT capabilities that reduce external transaction costs. However, the influence of developing these capabilities on business value has not been explored in the realm of institutional governance—the regulatory context that defines the rules of the game for firms. We suggest that the value of a firm’s investments in different types of IT capabilities development (ITCD) is evaluated by the financial market contingent on the firm’s regulatory context. Our study is situated in the U.S. electric utility industry undergoing a market restructuring process to understand the impacts of intrafirm and interfirm ITCD on market value conditional on a firm’s regulatory context characterized by the extent to which its business is located in states that allow consumer choice (i.e., deregulation), as well as the extent to which its business is located in states that deliberate regulations regarding price control, value chain configuration, and information control (i.e., regulatory uncertainty). We find that

intrafirm ITCD for enhancing efficiency is rewarded in a firm's market valuation under a high level of deregulation. We further find that under a high level of regulatory uncertainty, interfirm ITCD for fostering flexibility can hedge against regulatory uncertainty and increase firm value. A key contribution of our work is demonstrating external institutional governance can influence the market value that firms accrue from different types of ITCD, thereby elaborating the complementarity in theoretical explanations of IT capabilities and institutional governance.

If you plan to attend, please **preregister at the following link (less than one minute)**:

<https://tulane.zoom.us/meeting/register/dw0yOvQxR76WRqaVf-7RpA#/registration>

We hope you will join us for this exciting new initiative.