The term emerging economy describes countries with low to middle per capita income that are pursuing economic development and extensive reform programs to become globally competitive and gradually advance from the developing into the developed status. Transition economies are economies in transition from central planning systems to market economies, and the term specifically refers to the countries of the former eastern bloc and the countries that resulted from the breakup of the Soviet Union.

Rising personal income and consumer spending in emerging and transition economies, as a direct product of fast economic growth, have greatly increased their importance to the global market. Furthermore, an increasing number of companies in emerging and transition economies, encouraged by government programs and making use of their still existing cost advantages and their ability to effectively operate with limited resources, seek out international markets to sell their products and services. To compensate for the lack of globally established brands and a loyal customer base, new competitors from emerging economies must often follow different strategies than the incumbent market participants from developed regions. Differences in strategies, in turn often dictate different uses of information technology (IT).

The mainstream IT research continues to concentrate on countries with highly developed economies while a relatively small number of scholars focus on IT in developing countries. However, the research results from developed as well as from many developing countries do not translate easily to the special business conditions in emerging and transition economies. Thus the objective of the proposed mini-track is to help fill the gap that exists for research on IT specifically in emerging and transition economies, by offering a dedicated forum to scholars interested in this topic area.

**Suggested topics:**

- IT management issues that are unique in some ways to emerging or transition economies, such as national computerization policies and the role of transnational corporations, regional and international cooperation and self-sufficiency in IT
- Cultural, economical and social contexts/factors influencing IT management in emerging or transition economies
- Social awareness of computers and computer literacy, including culturally adapted IT in emerging or transition economies
- IT investment evaluation in emerging or transition economies
- Cost/Benefit analysis of IT in emerging or transition economies
- IT productivity studies at the country, industry or firm level, with specific reference to the social and business conditions prevalent in emerging or transition economies
- Assessment of IT success in emerging or transition economies
- Cross-country research, comparing IT in emerging or transition economies to IT in developed economies
- Country specific case studies, with specific reference to the social and business conditions prevalent in emerging and transition economies
- Global supply chain management and its contribution to emerging and transition economies
- IT off-shoring / IT outsourcing into emerging and transition economies
- International IT project management, with specific reference to the social and business conditions in emerging or transition economies
- E-commerce effect on emerging or transition economies
- E-government in emerging or transition economies
- Digital divide in emerging or transition economies

**Complete Papers Due:** February 20, 2009

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