ORGANISATIONAL DETERMINANTS INFLUENCING INFORMATION SYSTEMS REIMPLEMENTATION: SOME IMPLICATIONS TO THE DEVELOPING COUNTRIES[#]

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ABSTRACT

This article presents an in-depth study of global Web-based Marketing Decision Support System reimplementation, in a British-based Fast Moving Consumer Goods (FMCG) manufacturer. The paper shows that the success of a system implementation can still be marginal even if the organisation understands the key organisational determinants of success and has influence over them. The paper concludes with a discussion of how implementation planning, user need analysis and communication problems could be overcomed and also some implications to the companies in the developing nations.

Keywords: developing countries, innovation process model, marginal implementation

INTRODUCTION

This article presents a study of global Information System (IS) reimplementation in a large British-based Fast Moving Consumer Goods (FMCG) organisation, serving decision-makers across Europe with some implications to the companies in the developing world. Many researchers have asserted that significant improvements in organisational performance can be achieved by resolving the problems of global IS implementation (Linton, 2002). As the level of investment in global IS implementation has increased, so has the needs for understanding the determinants of successful IS implementation.

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