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The Impact of Team Member Familiarity on Communication Media Use and Subsequent Project Performance

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From the President
From the Editor

Using Similarity Theory to Examine Inconsistencies in Nursing Communication

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ABSTRACT: Inconsistencies in communication lead to errors in healthcare and can result in devastating patient outcomes. This comparative study examined communication inconsistencies in the context of similarity. The words and phrases nurses used to represent commonalities in two sets of paired images were examined, categorized to four similarity levels (surface, literal, thematic, and analogy) and compared. Surface similarity is the least complex and each remaining level is more complex with analogy as the most complex level. Significant differences in the communication patterns of nurses emerged. Nurses with more education used the least complex similarity levels, and those with the least amount of medical-surgical experience used more complex similarity responses. The nurses also rated the similarities between images and identified the most important similarity. There were positive correlations between the most important similarity identified and similarity rating among nurses with Associate Degrees in Nursing (ADN) and Baccalaureate Degrees in Nursing (BSN) with the least amount of medical-surgical experience. Implications for nurse educators and information technology designers are discussed.

Keywords: communication, nursing, education, documentation, technology

Buying Patterns at a Retail Chain Store: Neural Net, Affinity and Market Basket Analysis

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ABSTRACT: This is a market basket analysis study that focuses on baby items sales in department stores of a giant supermarket chain located in the Midwest region of United States of America. The purpose of this study is to analyze sales of baby items arranged in two different ways: a) all baby items displayed in a specific location, named 'baby center' and b) the baby items displayed in different isles of different locations/sections of the department store. For the purposes of this study, we call them 'non-baby centers'. The methods employed for analysis include Neural Networks, Affinity analysis and Market Basket Analysis. Conclusions regarding consumer buying pattern and relative merits and demerits of creating two different configurations for baby items and non-baby merchandise are drawn after pulling results from these methods and putting them together.

Consumer buying patterns and items that are most frequently purchased together are analyzed using neural net methods and market basket analysis. This study analyzes the pros and cons of two different centers for baby and non-baby items at a retail store. Results show that effective predictions on consumer buying patterns can be made by combining results from different tools.

Keywords: Market Basket, Neural Networks, Affinity Analysis, Buying Pattern.

Investigating the Joint Effect of Tw o Types of IS Support for Top Managers' Dynamic Capabilities on Firm Perf ormance in the Dy namic External Environment

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ABSTRACT: While information systems (IS) have long been designed and used to support top managers and their work, there is scant research attention to whether and how IS support for top managers contribute to a firm's competitive success. Drawing from the dynamic capabilities perspective in the strategic management research, this paper argues that firms can develop and deploy IS to support two critical dynamic capabilities (fast response and mental model building) of their top managers and that the simultaneous IS support for both capabilities may lead to competitive advantage in the dynamic external environment. This argument received some initial support from a study using both survey and archival data.

Keywords: information systems, dynamic capabilities, top managers, environmental dynamism, firm performance

The Impact of Team Member Familiarity on Communication Media Use and Subsequent Project Performance

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ABSTRACT: This study explores how team member familiarity is related to the communication media used in the completion of projects and how that use impacts project performance. We surveyed 148 university undergraduate students who were enrolled in information systems courses. The students worked on projects in teams of 3 to 4 students. The results suggest that prior collaboration with current team members, as well as a student's class year, are related to what communication media are used. The influence of team member familiarity and class year varies by the type of media used. We also find that higher levels of text messaging are related to lower project performance. The results have implications for practitioners and educators looking to enhance project performance.

Keywords: communication media, familiarity, teams, project performance