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Conf-IRM 2026

25-27 May 2026

Estonian Business School, Tallinn, Estonia

Track 9: Regional, Cultural, and Cross-Cultural Research in Information Systems

Organizations and individuals are increasingly connected through information systems (IS) and technologies (IT), from the regional to the international level. In this context, the development and use of these technologies are influenced by diverse cultural contexts, regional dynamics, and cross-cultural interactions. Further, digital transformation of organizations, societies, and economies is increasingly shaped by unique cultural values, traditions, and regional characteristics. As IS/IT becomes more globally interconnected, IS research has seen a paradigm shift from parochialization to internationalization, then to globalization, and finally to glocalization (Chu et al., 2019). Moreover, the IS discipline is currently grappling with the balancing act of pursuing global aspirations while addressing local realities (Mettler, 2025). In this context, there is a pressing need to explore how these systems are designed, implemented, and adopted across different cultural and regional environments.

Sample Topics of Interest:

- Impact of local and regional cultures on IS adoption and use
- Cultural influences on the use of social commerce
- Cross-cultural privacy differences in the use of GenAI tools
- Cross-Cultural Insights into Responsible AI Usage
- Cybersecurity Management Practices: Cultural Contexts and Regional Differences
- Comparative studies of IS practices across cultures and regions
- Challenges and opportunities in cross-cultural IS project management
- Design science research on cross-cultural differences in pre-trained language models and prompt engineering
- Regional variations in digital transformation strategies
- Case studies highlighting cross-cultural collaboration in IS development
- Ethical, legal, and societal implications of IS in diverse cultural settings
- Methodological approaches for researching cultural factors in IS

References:

Chu, X., Luo, X. R., & Chen, Y. (2019). A systematic review on cross-cultural information systems research: Evidence from the last decade. *Information & Management*, 56(3), 403-417.

Mettler, T. (2025). The State of Globalization of the Information Systems Discipline: A Historical Analysis. *Communications of the Association for Information Systems*, 56(1), 41.

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