Translation Theory and the Integrated Approach in IT Management

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* Integrated Approach of IT Management

* Translation Theory

* User Participation
* Integrated Approach of IT Management
* Translation Theory
* User Participation
* Integrated Approach to IT management

a promising concept

- Strategic orientation
- Technology organization
- Project diagnosis
- Participatory transformation
Critical Success Factors-Approach
("those key areas where things have to go right.. “")

* no support
* too ‘soft’
* ‘old wine, new bottles’
* semantic confusion
* no user participation
Critical Success Factors-Approach
(“those key area’s where things must go right.. “)

* no support
* too ‘soft’
* ‘old wine, new bottles’
* semantic confusion
* no user participation
* ‘complete failure’
* Integrated Approach of IT Management

* Translation Theory

* User Participation
Translation Theory Perspective

Alignment
(problem awareness, scanning interests)

Enrolment
(acceptation, plausibilization, networking)

Inscription
(relabeling, inertia)

Hegemonic, implicit power process
(meaning formation, identity formation)
* Integrated Approach of IT Management

* Translation Theory

* User Participation
The Integrated Approach:
Copying of best practice
Evoking resistance
*Static analysis:*
Resistance to change
Unsuccessful participation

Translation Theory Approach:
Reshaping the organizational processes
Involving interest groups and individuals
*Dynamic analysis:*
Complex and predictable change process
Amalgamation of meanings and interests
The integrated model of ISD

The processes of translation of practice

The Integrated Approach:
User resistance
Personal conflicts

Translation Theory Approach:
Alignment:
Problematisation
Interessement
The integrated model of ISD

The Integrated Approach:
- Resistance and conflicts
  - Lack of understanding
  - Lack of commitment
  - Lack of model acceptance

Translation Theory Approach:
- Alignment
- Enrolment:
  - Plausabilization
  - Formation of networks
  - Customization
The integrated model of ISD

The Integrated Approach:
Resistance and conflicts
Lack of understanding, commitment and acceptance
”Local adjustment”
Management resistance

Translation Theory Approach:
Alignment
Enrolment

Inscription:
Relabeling
Culture change process
The integrated model of ISD

The Integrated Approach:
- Resistance and conflicts
- Lack of understanding, commitment and acceptance
- Adjustments and manager resistance
- "Politics"

Translation Theory Approach:
- Alignment
- Enrolment
- Inscription

Hegemonic power processes:
- Ongoing and selective meaning and identity formation
The integrated model of ISD

The Integrated Approach:
User resistance and conflicts
Lack of understanding, commitment and acceptance
Adjustments and manager resistance
”Politics”

Translation Theory Approach:
Alignment
Enrolment
Inscription

Hegemonic power processes:
The integrated model of ISD

The Integrated Approach:
User resistance and conflicts
Lack of understanding, commitment and acceptance
Adjustments and manager resistance
"Politics"

More need for participation motivation
Methods of participation needs development

Translation Theory Approach:
Alignment
Enrolment
Inscription
Hegemonic power processes

Apply translation theory
Include participation in translation and change processes
Thank you!!