

Translation Theory and the Integrated Approach in IT Management

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- * **Integrated Approach of IT Management**
- * **Translation Theory**
- * **User Participation**

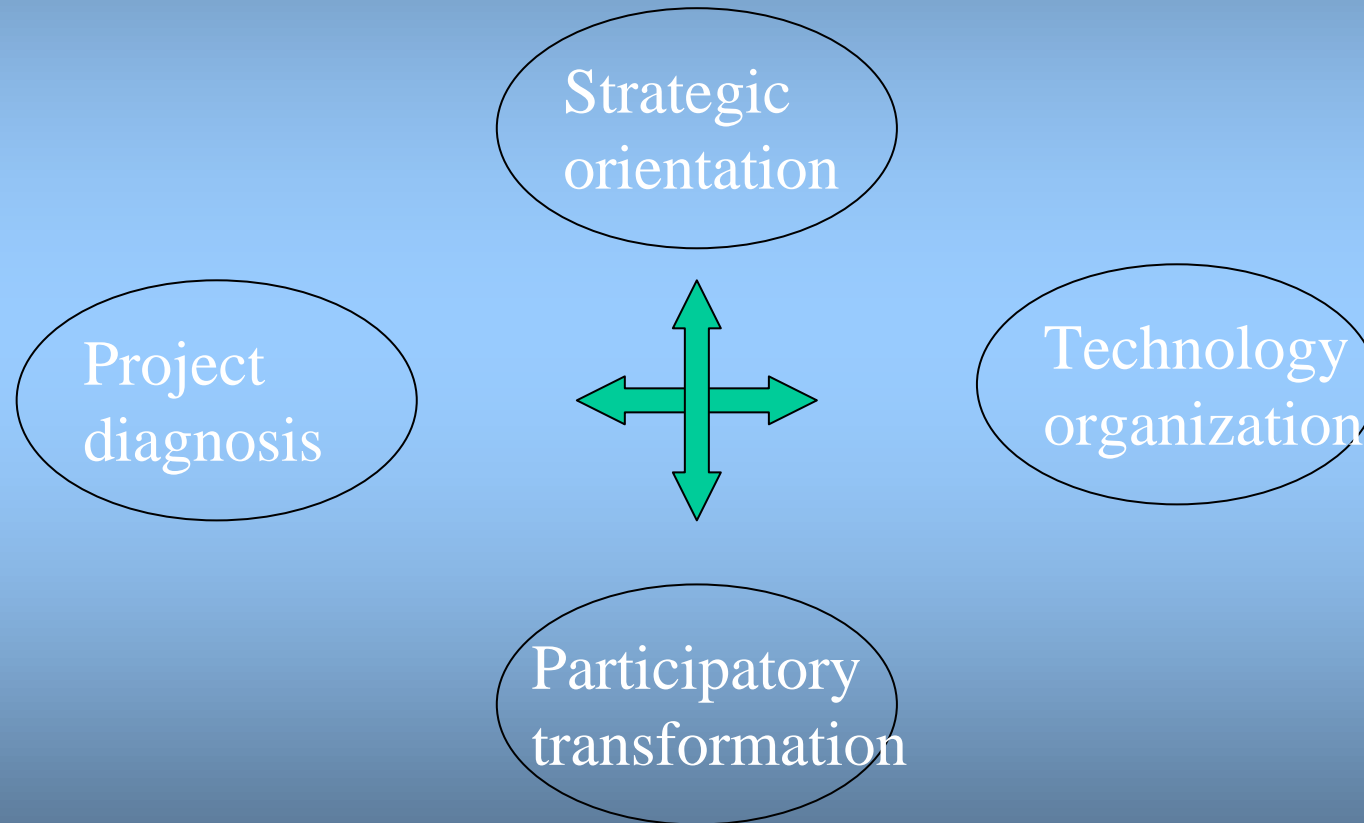
*** Integrated Approach
of IT Management**

*** Translation Theory**

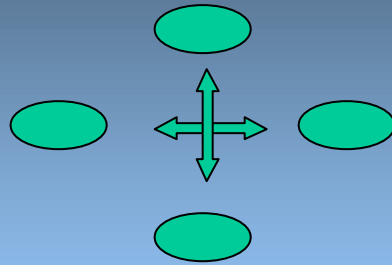
*** User Participation**

* Integrated Approach to IT management

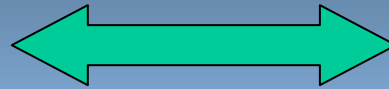
a promising concept



Concept



IT mgt practice

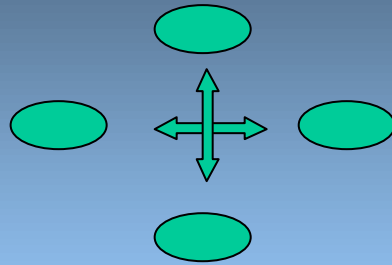


Critical Success Factors-Approach

(“those key areas where things have to go right.. “)

- * no support
- * too ‘soft’
- * ‘old wine, new bottles’
- * semantic confusion
- * no user participation

Concept



IT mgt practice



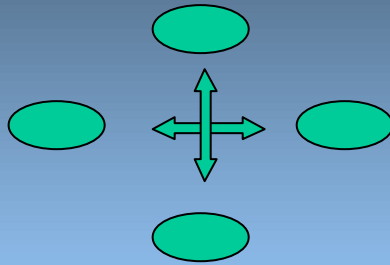
Critical Success Factors-Approach

(“those key area’s where things must go right.. “)

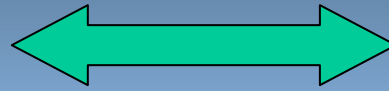
- * no support
- * too ‘soft’
- * ‘old wine, new bottles’
- * semantic confusion
- * no user participation
- ‘complete failure’**

- * Integrated Approach of IT Management
- * **Translation Theory**
- * User Participation

Concept



IT mgt practice



Translation Theory Perspective

Alignment

(problem awareness, scanning interests)

Enrolment

(acceptation, plausibilization, networking)

Inscription

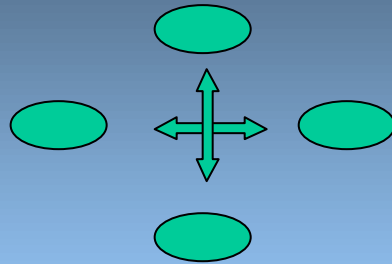
(relabeling, inertia)

Hegemonic, implicit power process

(meaning formation, identity formation)

- * Integrated Approach of IT Management
- * Translation Theory
- * **User Participation**

Concept



IT mgt practice



The Integrated Approach:

Copying of best practice

Evoking resistance

Static analysis:

Resistance to change

Unsuccessful participation

Translation Theory Approach:

Reshaping the organizational processes

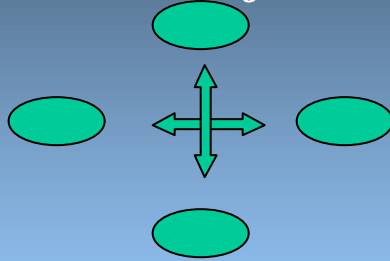
Involving interest groups and individuals

Dynamic analysis:

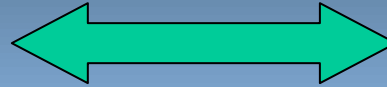
Complex and predictable change process

Amalgamation of meanings and interests

*The integrated
model of ISD*



*The processes of
translation of practice*



The Integrated Approach:

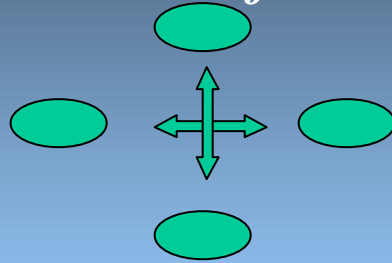
User resistance
Personal conflicts

Translation Theory Approach:

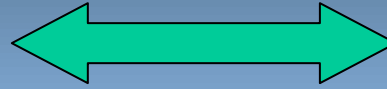
Alignment:

Problematization
Interessement

*The integrated
model of ISD*



*The processes of
translation of practice*



The Integrated Approach:

Resistance and conflicts

Lack of understanding

Lack of commitment

Lack of model acceptance

Translation Theory Approach:

Alignment

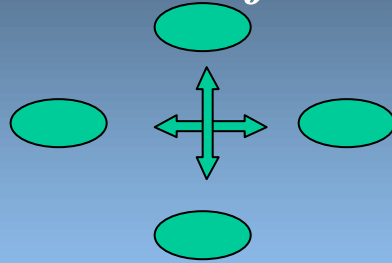
Enrolment:

Plausabilization

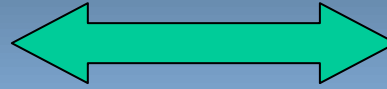
Formation of networks

Customization

*The integrated
model of ISD*



*The processes of
translation of practice*



The Integrated Approach:

Resistance and conflicts
Lack of understanding,
commitment and acceptance

”Local adjustment”
Management resistance

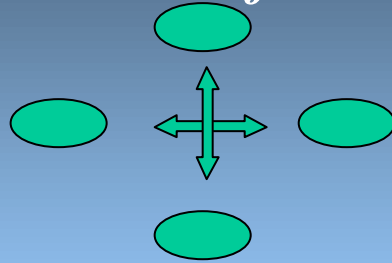
Translation Theory Approach:

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"

*The processes of
translation of practice*



Translation Theory Approach:

Alignment

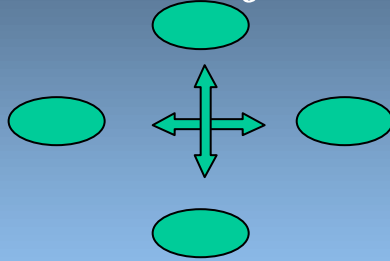
Enrolment

Inscription

Hegemonic power processes:

Ongoing and selective meaning
and identity formation

*The integrated
model of ISD*



*The processes of
translation of practice*



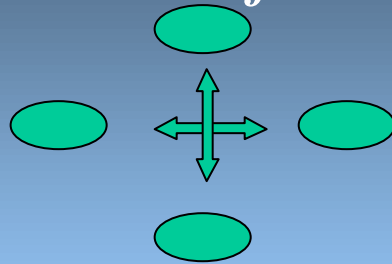
The Integrated Approach:

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*

*The processes of
translation of practice*

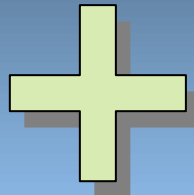
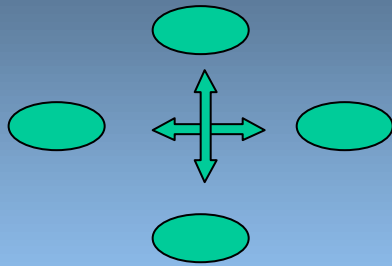


Translation Theory Approach:

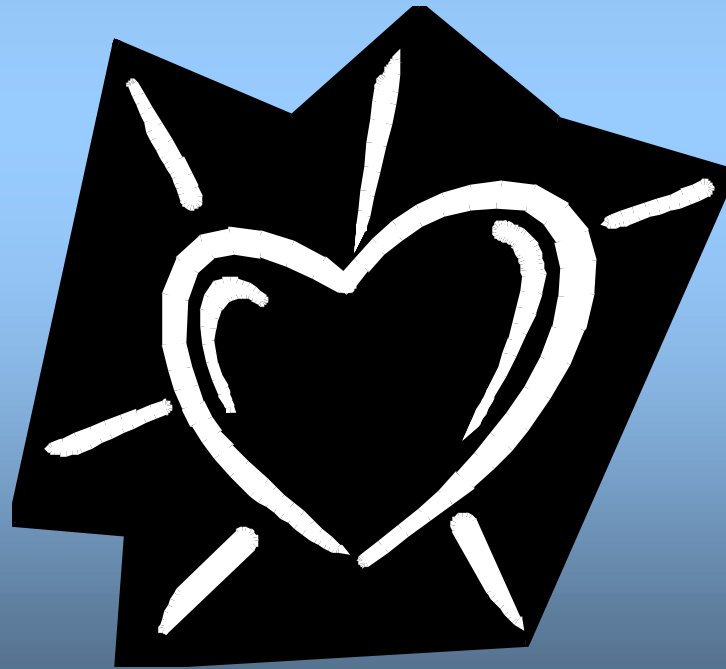
Alignment
Enrolment
Inscription
Hegemonic power processes

Apply translation theory

*Include participation in
translation and change processes*



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***Thank
you!!***