# Beyond the American and Western Views: The World IT Project

Prashant Palvia from UNC at Greensboro
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**Abstract**: It is well recognized that Information Systems (IS) research is dominated by American and Western views, thus carrying an inherent bias. What IS research glaringly lacks is a global view that tries to understand the major IS issues in the world in the context of unique cultural, economic, political, religious, and societal environments. The World IT Project captures the organizational, technological, and individual issues of IT employees across the world and relates them to cultural and organizational factors.

The World IT Project, the largest research project of its kind in the academic IS field, was initiated in 2013 and is now nearing completion. Some initial papers have been published already; however major publications and a book are on their way. In this presentation, the project leader will highlight the goals and scope of the project, the research journey and its challenges, and will share some important results, especially comparing the U.S. results with those from other parts of the world.

**Speaker Bio**: Dr. Prashant Palvia is Joe Rosenthal Excellence Professor in the Bryan School of Business & Economics at the University of North Carolina at Greensboro, USA. Dr. Palvia served as Department Head from 2000 to 2004, Information Systems Ph.D. Program Director from 2003 to 2008, and McDowell Research Center Director from 2007 to 2011. Prior to 36 years in academics, he had 9 years of industry experience. He received his Ph.D., MBA and MS from the University of Minnesota and BS from the University of Delhi, India. Twenty two Ph.D. students have completed their dissertations under his guidance. Prof. Palvia received UNCGs senior research excellence award in 2005. He has worked extensively in the field of Global Information Technology Management (GITM). He founded the Global Information Technology Management Association (GITMA) in 2000, and chaired its annual conferences from 2000 to 2014, and again in 2018. He also chaired the EMR Implementation conferences at UNCG in 2010 and 2011.

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