

Introduction to the Mini-track on Global, International, and Cross-Cultural Issues in the Digital Economy

Bernroider, Edward; Fichman, Pnina; Krumay, Barbara

Published in:
Proceedings of the 54th Hawaii International Conference on System Sciences (HICSS)

Published: 01/01/2021

Document Version
Publisher's PDF, also known as Version of record

[Link to publication](#)

Citation for published version (APA):
Bernroider, E., Fichman, P., & Krumay, B. (2021). Introduction to the Mini-track on Global, International, and Cross-Cultural Issues in the Digital Economy. In IEEE (Ed.), *Proceedings of the 54th Hawaii International Conference on System Sciences (HICSS)* (pp. 1 - 2).
<https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1362&context=hicss-54>

Introduction to the Minitrack on Global, International, and Cross-Cultural Issues in the Digital Economy

Edward W.N. Bernroider
Vienna University of Economics and
Business (WU)
edward.bernroider@wu.ac.at

Pnina Fichman
Indiana University
fichman@indiana.edu

Barbara Krumay
Johannes Kepler University Linz
barbara.krumay@jku.at

Globalization has historically been tied to technological innovation, and the present era of the digital economy is no different. The worldwide spread of interconnected information and communication technologies (ICTs) has provided the infrastructure for multinational businesses, created new cultural connections irrespective of geographic boundaries and distances, and allowed an increasingly mobile global population to be connected to their friends, families, and cultures no matter where they are. Businesses across all sectors have been updating their business models to reap benefits from the advances in ICTs, which allowed many to extend their reach into global and international markets, and thus also into different cultural contexts.

In line with the track recognition that the Internet and the digital economy have transformed the way we work, learn, and play, our minitrack focuses on the sociotechnical dynamics and the ways in which the Internet and the digital economy affect people, groups, organizations, and societies. We are in particular interested in the impact of global, international, and cross-cultural issues on the provision, use and also control of ICTs across the globe. In this minitrack we explore these issues with two papers.

The first paper in the minitrack, *Does High Cybersecurity Capability Lead to Openness in Digital Trade? The Mediation Effect of E-Government Maturity*, by Keman Huang and Stuart Madnick, argues that cybersecurity risks threaten the digital economy, including digital trade enabled by digital technologies. There seems to be a lack of shared understandings of cybersecurity within cross-border digital innovations, which led to an ongoing debate about how cybersecurity capability building policies on the national level can impact digital trade restrictions. To advance this debate, this study proposes a National

Cyber Trade Behavior model to examine the relationship between national cybersecurity capability and digital trade restrictions. On the basis of PLS-SEM-based path analysis, the authors present empirical evidence from 46 countries to test the developed model and reveal that building cybersecurity capability can indirectly support an open digital trade system, mediated by E-government maturity. Additionally, the authors provide an interesting contribution in extending the behavioral and organizational study of cybersecurity to consider the national level of analysis.

The second paper, *Measuring Bangladeshi Female Farmers' Values for Agriculture Mobile Applications Development*, by Rifat Shams et al. argues that app development needs to respond to a range of different human values and that such values need to be elicited to avoid user dissatisfaction and negative socio-economic consequences. This study in the context of rural women, specifically female farmers, in Bangladesh illustrates what those values are. In terms of methodology, the study applied Schwartz's universal human values theory, and used an associated survey instrument, the Portrait Values Questionnaire (PVQ). By drawing on 193 Bangladeshi female farmers, the paper shows that conformity and security were regarded as the most important values, while power, hedonism and stimulation were the least important. This finding should be helpful for app developers to take into account when developing agriculture apps for this market. Additionally, the well illustrated methodology applied in this study provides a useful blueprint to elicit the values of apps' users also in other communities.