"Examining the Relationship effect of Organisational Culture and Leadership on IS Implementation"

Abstract:
Customer Relationship Management (CRM) is being increasingly adopted by organisations around the world, however; most firms fail to achieve their objectives with CRM implementation. Researchers have been giving increased attention to the social aspect of CRM particularly with respect to its impact on the employees. CRM implementation is a change project and several change project models have included leadership factors as critical variables in facilitating change. However; the linkage between leadership and IS implementation has largely been ignored by the IS implementation researchers. This research aims to fill this gap. This research aims to investigate how leadership and culture together effect the implementation of IS. This research is useful for practitioners to design and plan CRM system which is in accordance with the leadership style and organisational culture of the organisation.

This is a qualitative research based on interpretivist philosophy. Data for this research will be collected using expert interviews. Content analysis strategy will be adopted for data analysis.