The minitrack on "Strategic and Competitive Information Systems" continues to showcase research on strategic information systems — those systems that are essential to implementing a firm's strategy, or are capable of changing the basis of competition within an industry. Such systems are of great interest to I.S. researchers and practitioners. The mini-track format will be presentation of papers followed by a concluding forum of researchers, academics, and senior industry professionals.

The first paper is "CapitalOne: Exploiting an Information-Based Strategy in Newly Vulnerable Markets" by Eric K. Clemons and Matt E. Thatcher of the Wharton School. The authors describe the information-intensive marketing strategy used by a highly successful and rapidly growing credit card issuer. An important lesson emerges for firms that have a heterogeneous base of attractive and unprofitable customers: failure to exploit the information available opens the door to new, cream-skimming entrants, who will achieve superior performance.

In the second paper, "Electronic Consumer Interaction, Technology-Enabled Encroachment, and Channel Power: The Changing Balance Between Manufacturers' Electronic Distribution and Established Retailers", Eric K. Clemons and Michael C. Row of the Wharton School authors examine the emergence of direct producer-consumer electronic linkages in the air travel, grocery, and consumer packaged goods sectors. Such linkages and the attendant threat of "vertical bypass" are leading to radical changes in the balance of power and the distribution of profits in the distribution chains of many industries.

In "Aggregation and Disaggregation of Information Goods: Implications for Bundling, Site Licensing, and Micropayment Systems", (presentation only), Yannis Bakos, Stern School, NYU and University of California, Irvine, and Erik Brynjolfsson, Stanford University and Sloan School, MIT analyze the alternative "packaging" of information goods. Sellers' profits can be improved with appropriate use of bundling and product aggregation.

In the fourth paper, "Culturally-Induced Information Impactedness: A Prescription for Failure in Software Ventures", Lesley R. Matheson, Research Scientist, and Talal G. Shamoon and Robert E. Tarjan of Princeton University describe a sequence of events in which organizational responses undermined the successful development and implementation of new software. In the fifth paper, "Developing the Learning Network Using Extraneats", Frederick J. Riggins and Hyeun-Suk (Sue) Rhee of the DuPree School, Georgia Institute of Technology, establish the benefits of "Extranet" for supporting effective learning networks of organizations that are trading partners or producers of complementary products and services.

The topics listed below continue to be of great interest for the mini-track:

- Competitive balance among firms in a sector of the industry, and the possibilities for gaining competitive advantage from I.T.
- Detailed case studies of individual strategic information systems, their impacts on rivals, customers, and industry structure
- Industry studies on the use of information systems, and the relationship between use of systems, and market share, productivity, profitability, and other measures of competitive performance
- Economic analyses of information systems, and topics within the area of the economics of information, and information systems
- Risks in implementation of strategic systems, including the social and political processes of organizational change
- Strategic enabling technologies; e.g., workflow systems, imaging, EDI, inter-firm communications, on-line customer connections