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THE IMPACT OF THE INTERNET ON ORGANISATIONAL CULTURE WITHIN THE IT INDUSTRY

Full dissertation by

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Abstract

Title:	The impact of the internet on organisational culture within the IT industry
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This paper examines the impact of the internet on organisational culture within the IT industry. The first part of the literature study examines the history of the internet as well as, more specifically, its history and implementation within the organisation. The second part of the literature study analyses organisational culture. This is in order to determine the factors that change it, whether the internet could have played a role in changing the culture and, if so, how this change is managed and the implications of the change.

Two case studies support the literature study. The first case study is a quantitative study whereby questionnaires are used to determine how employees at two selected organisations perceive the impact of the internet. The second case study is qualitative and involves interviews with management at the selected organisations. Management's opinion on the impact of the internet as well as the use of the internet within the organisation is obtained. A comparison is made between the employees' and management's responses.

Recommendations are made in terms of what organisations should do to overcome the impacts of the internet on their culture.

The main focus of the paper is the effect of the implementation of the internet on organisational culture.

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List of abbreviations

A

ABI/ TML / Ebsco Host - information search engines

AIT – Advanced Information Technology

AMA – American Management Association

ARPA – American Research Project Agency

ARPANET – American Research Project Agency Net

ATM – Asynchronous Transfer Mode

B

BAC – Black Asian Coloured

BE – Black Empowerment

BU – Business Unit

C

CC – Carbon Copy

CBT – Computer Based Test

CMM – Capability Maturity Model

CMMI – Capability Maturity Model Index

CRM – Customer Relationship Management

D

DISC – Dimensions of behaviour: dominance; influence; dominate; influence

E

EDI – Electronic Data Interchange

G

GIBS – Gordon Institute of Business Science

GUI – Graphical User Interface

H

HR – Human Resources

I

ICT – Information and Communication Technology

IP – Intellectual protocol

IS – Information Systems

ISP – Internet Service Provider

IT – Information Technology

L

LAN – Local Area Network

MBA – Masters of Business Administration

MP3 – Music Player 3

MSN – Microsoft Messenger Service

N

NCP – Network Control Protocol

P

PBS – research company's timeline

R

RMS – Request Management System

S

SABINET – South African Bureau Network

SADC – Southern African Developing Community

SAS – Statistical application currently used by Statomet (University of Pretoria's Department of Statistics)

SMB – Small-medium sized business

SMME – Small Macro and Medium Enterprises

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T

TCP / IP – Transmission Control Protocol / Internet Protocol

U

U.K. United Kingdom

U.K. – United Kingdom

U.S. – United States

Uninet – Universities' Network

UNCITL – United Nation Commission on International Trade Law

UN – United Nation

W

WAN – Wide Area Network

X

XP – Microsoft Office Professional

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