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

Full dissertation by

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submitted in complete fulfillment of the requirements for the degree

MAGISTER COMMERCII IN INFORMATICS

in the

DEPARTMENT OF INFORMATICS
SCHOOL OF INFORMATION TECHNOLOGY

of the

FACULTY OF ENGINEERING, BUILT ENVIRONMENT AND INFORMATION TECHNOLOGY

UNIVERSITY OF PRETORIA

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December 2003
Acknowledgement

Heartfelt thanks to those who:

- Took the time to complete questionnaires;
- Participated in interviews;
- Exercised patience by giving the author time to complete this.
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
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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