

# **Demand for Organizational and End-user Information Systems (OEIS) Job Skills: A Content Analysis of OEIS Job Advertisements**

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In the past two decades, knowledge and skill requirements and career opportunities for IS/IT students have been a subject of interest among IS/IT educators. Rapid advancements in information and communication technologies (ICTs) have resulted in greater reliance on ICTs. Along with changes in technologies and their use, demands and expectations for IS/IT professionals have evolved also. Studies on highly sought-after knowledge and skills and career opportunities for future IS/IT professionals indicate a growing diversity in the IS job market (Lee, Trauth, & Farwell, 1995; Maier, Clark, & Remington, 2002; Noll & Wilkins, 2002). These studies indicate the traditional, generic IS/IT curriculum is no longer adequate in meeting organizations' needs. Furthermore, as off-the-shelf management information systems are becoming more prevalent and with exponential growth in the amount of information in organizations, IS/IT with an end-user focus is becoming more important.

While the importance of organizational and end-user computing is well recognized among certain groups of IS/IT educators and visionary organizations, it is not clear how widely shared this recognition is among hiring organizations. Furthermore, existing IS/IT skills surveys either have a very narrowly defined end-user support category, relegating it to a peripheral role, or focus solely on the traditional IS/IT areas such as programming and systems analysis, and exclude organizational and end-user computing all together.

The purpose of this study is to gain a better understanding of current market demand for organizational and end-user information systems (OEIS) professionals through a content analysis of OEIS job advertisements. In addition to analyzing knowledge and skills specified in these advertisements, characteristics of the hiring organizations (industry, size, geographic region, etc.) will be examined also. Using OSRA's OEIS Model Curriculum as a framework, job announcements posted on Monster.com are sampled and their content analyzed. Snapshots of OEIS job market will be taken over a six-months period beginning July 2004. Results of each search will be recorded and content of sampled advertisements analyzed. An anticipated contribution of the study is to offer OEIS educators a means to validate the currency of their curriculum and its alignment with market demand. Furthermore, profiles and characteristics of recruiting organizations would be a valuable information source for OEIS educators when they offer career advice to their students.