

## Reconceptualizing and Reexamining IT Compensation Strategy in An Electronic Media Firm

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**Abstract:** Recent economic recession has resulted in an increase in layoffs in high-tech industries. Nonetheless, forecast by CareerBuilder.com shows that several industries including cultural industries expect to have increased IT demands. Therefore, this study selects an electronic media firm to investigate into IT compensation strategy.

A stream in IT compensation research is to study the relationships between *determinants* and IT compensation strategy. This perspective assumes IT compensation as an objective, unanimous strategy pre-determined by external factors. However, it ignores free human will in making

choices, and multiple or conflicting interpretations in an organization. Therefore we reconceptualize IT compensation as a sense-making process with multiple subjective meanings. This study found that the values of IT competence would be interpreted differently than economic theories predicted in an electronic media firm. The symbolic meanings of these concepts provide explanations for what IT competence is valued in this electronic firm.

**Keywords:** Electronic Media Firm, Compensation Strategy