



# Master in Management Information Systems 2024-2025

[Information Systems Research \(ISR\)](#)

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# Course Plan

**Research Plan - The main research strategies in IS**

**Data collection techniques**

**Data analysis**

**Examples of research projects / Masters' Final Work (MFW – TFM)**

**Ethics Seminars**

**Seminar 1 – Ethics, Markets and Society, October 17th, 16:30-18:00, Q6 – Auditório 5**

**Seminar 3 – Ethics in organizational contexts, October 31st, 16:30- 18:00, Q6 – Auditório 5**

**Seminar 5 – Ethics in an academic context, November 14th, 16:30- 18:00, Q6 – Auditório 5**

**Project Presentations, November 21st**

**Reviews and Debate, November 28th**



# Grading

Final exam\* 50%

Individual project presentation 25%

Participation and presentation of articles 25%

\*The final exam takes one of two alternative forms:

- Individual written test with consultation;
- Report on the individual project, delivered in the last session of the classes with a maximum length of 5 pages with font dimension 12 and separation of lines and a half. The bibliography, being fundamental, is not included in the 5-page limit.

Students who submit the Report in place of the written test will not participate in the written test.

The presentation of the articles will be made by groups of 2 or 3 participants.



# Papers for presentation

- Dubé, L., and Paré, G. (2003). “Rigor in information systems positivist case research: current practices, trends, and recommendations”. *MIS Quarterly*, 27 (4), 597-635.
- Durão D. and Palma-dos-Reis, A., “How does robotic process automation create value for firms?”, *Information Systems and e-Business Management*, 2024, <https://doi.org/10.1007/s10257-024-00685-z>
- Hoehle, H., and Venkatesh, V. (2015). “Mobile application usability: Conceptualization and Instrument Development” *MIS Quarterly*, 39(2), 435-472.
- Jeyarajand, A. and Zadeh, A.H. (2020). “Evolution of information systems research: Insights from topic modeling” *Information & Management*, 57, 103207
- Kraus M., Feuerriegel S. & Oztekin A. (2020). “Deep learning in business analytics and operations research: Models, applications and managerial implications” *European Journal of Operational Research*, 281, 628–641.
- Levy, Y., and Ellis, T. J. (2006) “A systems approach to conduct an effective literature review in support of information systems research”. *Informing Science Journal*, 9, 181-212.
- Pedron, C., Picoto, W.N., Colaço, M. and Araujo, C. (2018) “CRM System: the Role of Dynamic Capabilities on Innovation Creation” *Brazilian Business Review*, 15(5), 494-511.
- Venkatesh, V., Thong, J., & Xu, X. (2012). Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology. *MIS Quarterly*, 36(1), 157-178.



# Individual work: MFWProject Proposal

- Careful, relevant and complete bibliographic review;
- Critical analysis of the bibliography on a theme chosen by the student evidencing the "gap" in the literature the MFW intends to address;
- Research questions and objectives of the MFW;
- The research method you intend to apply;
- Brief description of the data collection process;
- Work schedule.

*The text must be original, well written and prepared in an academic format according to the rules available.*



# Bibliography

## **Main:**

Saunders, M., Lewis, P., and Thornhill, P. (2019). Research methods for business students, 8th Edition, Harlow: Pearson.

## **Specialized:**

Birks, D., and Malhotra, N. (2012). Marketing Research: An Applied Orientation, 6th Edition, Prentice Hall.

Hair, J.F., Black, W.C., Babin, B.J., and Anderson, R.E (2009) Multivariate Data Analysis, 7th Edition, Prentice Hall.

Newbold, P., Carlson, W. and Thorn, B. (2012) Statistics for Business and Economics, 8th Edition, Prentice Hall.

Robert K. Yin. (2014). Case Study Research Design and Methods (5th ed.). Thousand Oaks, CA: Sage. 282 pages

Yin, Robert. (2002). Case Study Research: Design and Methods. SAGE Publications.