

MNGT 8970 - Doctoral Seminar in Management II

An Overview of Sociology as a Reference Disciplines & Mixed Methods Methodologies in Information Systems Research

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Course Coverage

Sociology

Sociology studies the social rules and processes that bind, and separate, people not only as individuals, but also as members of groups. A number of information systems constructs utilize sociological foundations as grounding. For example, the Technological Acceptance Model, in part, references the innovation diffusion literature found in sociology.

Mixed Methods Research

Mixed methods research represents a new 'pluralist' perspective of research design for the IS field. For years, quantitative research methods have dominated the IS literature. While the tools associated with quantitative methods have yielded significant insights, they represent a singular modality in design science. Likewise, qualitative methods, though far less pervasive in IS research, have been utilized to provide rich characterizations of some of the disciplines' most complex phenomena however these efforts typically lack the generalizability that the domain values. Recently, some of the field's most respected scholars have begun to integrate both quantitative and qualitative methods into productive research efforts. The results have produced richer and more meaningful understandings of the complex social phenomena of information systems.

Course Objectives

The purpose of this course is to allow the student to:

- Survey the behavioral reference discipline of sociology that theoretical grounds contemporary MIS research.
- Understand the processes required to extend reference discipline theory in applied MIS research.
- Expose the student to qualitative & mixed method design.
- Encourage the student to develop a holistic prospective of research design.

Course Structure

This course is a dynamic and interactive learning exercise. Therefore, assessment of student course performance is multi-dimensional dimensions. Student evaluation in this course is as follows:

Item	% of Total Grade
Article Analysis	25%
Midterm Design Exercise	25%
Research Manuscript	50%
Total	100%

In this course, the instructor will facilitate the discussion of course material, however prior to class, each student is expected to have completed the assigned readings for the week (see Course Schedule below) and be prepared, through the completion of a detailed article analysis, (discussed below) to discuss his or her opinions on each paper.

Course Schedule (Tentative)

Jan 9/14/16– discussion of Chapters 1-5 of Rogers, E. Diffusion of Innovations, 5th ed., New York, Free Press (2003).

Jan21/23 – discussion of: (all from readings packet #2)

1. Brancheau 1990
2. Cooper 1990
3. Agarwal 1997
4. Chau 1997
5. King 1994
6. Nambisan 1999

Jan 28/30 – discussion of: (all from readings packet #2)

1. Teng 2002
2. Vanketesh 2000
3. Finchman 2001
4. Choudhury 2008
5. Wang 2010

Feb 4/6 – discussion of: (all from readings packet #1)

1. Boyer 2008
2. Singal 2008
3. Johnson 2004
4. Johnson 2007
5. Bryman 2007
6. Jick 1979

Feb 11/13 – discussion of: (all from readings packet #1)

1. Collins 2009
2. Teddlie 2007
3. Creswell 2007
4. Onwuegbuzie 2009
5. Vitale 2008
6. Niglas 2009
7. Onwuegbuzie 2010
8. Jehn 2010
9. Salehi 2010
10. Crompvcets 2010
11. Leech 2011
12. Fisher 2011
13. Woolley 2008

Assignment of Extension of Quantitative Research Design with Qualitative Component

Feb18/20 – discussion of: (all from readings packet #1)

1. Mingers 2001
2. Mingers 2003
3. Molina 2011
4. Walsham 2006
5. Bhattacharjee 2004
6. Agerfalk 2008
7. Anderson 2010
8. Craighead 2007
9. Preston 2008
10. Wang 2008

Feb 25 – Extension of Quantitative Research Design with Qualitative Component
Be prepared to present your work to the class for discussion!

Research Manuscript

Because a major goal of this course is to give the student experience in developing a research project, the students will select a topic identified in the course and prepare an in-depth proposal describing a research project. The format for the written research proposal appears below.

1. Abstract.
2. Introduction including, problem, or question and importance of topic.
3. Literature review
4. Research approach or research methodology.
5. Data analysis
6. Conclusions.

As time may not permit during the term, the student will be expected to complete his or her data collection and analysis regardless of the expiration of the course schedule. The submission of a completed manuscript is a requirement for the successful completion of the course. **If necessary, students may be given until, but no later than, November of 2014 to complete the requirement.**