Economic Research on Strategic Management of IT
Wednesday 9:30 AM – 12:00 PM

As of Jan. 3, 2016

Instructor

- Dr. Min-Seok Pang (Ph.D., University of Michigan)
- Speakman Hall 201E, minspang@temple.edu, (215) 204-3059
- Office Hours: Wednesday 1-3pm, or by appointment
- Course Site: http://community.mis.temple.edu/mis9003spring2016/

Course Objective

The purposes of this seminar are threefold. First, it aims to help students build a “mental map” of contemporary research on strategic management of information technology (IT) in the “economics of information systems (IS)” discipline. This seminar focuses on a range of core IS research topics such as business value of IT, IT governance, IS outsourcing, and system development, so that the students can develop broad and deep understanding of important issues in strategic management of enterprise information systems.

Second, this course intends to guide the students to become scholars who can produce original, high quality research in economics of IS. Toward that end, the students are required to submit two deliverables. One, the students will conduct an in-depth literature review(s) on one or two research streams of their choosing. Two, by the end of the semester, the students will produce original research proposals that consist of their own theoretical development and hypotheses.

Third, this course will use two textbooks listed below to help the students understand how to come up with good research ideas and to develop them to concrete research proposals. The students will learn how to explore a wide range of knowledge and ideas from various backgrounds and to exploit them for promising research opportunities.

Readings and Textbooks

- List of selected journal articles available below.
Grading and Deliverables

Weekly Brief (20%)

- Each week, a student is assigned to one or two papers and required to summarize them in no more than 300 words.
- Briefs are to be submitted to the class site (http://community.mis.temple.edu/mis9003spring2016/) by the end of the day before a class (i.e. Tuesday 11:59 PM EST).
- The students will lead a discussion for the assigned paper(s) in-class. In discussing a paper, the students are also expected to explain background theories and/or econometric methodologies to the fellow students.

Participation (20%)

- The students are expected to actively participate in in-class discussions.

Literature Review (20%)

- The students are required to submit an in-depth literature review on one or two research topics of their choosing. Topics should be from the ones listed in the course schedule below or closely related to them.
- The literature review should be no more than five-page long in double-space, 11-point text, one-inch-margin in all four sides.

Presentation of Research Proposal Idea (10%)

- In Week 10 (date TBA), the students will present their ideas for final research proposals.

Final Research Proposal (30%)

- By the end of the semester, the students will submit a proposal for original research that has a strong potential for publication in a premier IS journal (Management Science, MIS Quarterly, or Information Systems Research).
- The research proposal will consist of Introduction, Theoretical Background, Hypotheses Development, Empirical Methods, and potential data sources. It may not include analysis results.
- The research proposal should be no more than 15-page long in double-space, 11-point text, one-inch-margin in all four sides.

Course Policies

- Keep monitoring announcements on the class site (http://community.mis.temple.edu/mis9003spring2016/).
- Email: Use @temple.edu email account for all correspondents with the instructor. Email messages sent from a non-Temple account may not be responded.
- Inclement Weather: Generally, in case of inclement weather, a class will not be canceled as long as the University is open.
- Cell phones should be turned off, muted, or turned to vibrate during class. Please do not send or receive texts, tweets, e-mail, etc. or other communications during class.
• Please arrive for class on time. Be advised that being late to class disturbs the peers’ learning.

**Course Schedule (tentative)**

This schedule is *tentative* and subject to change.

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<th>Date</th>
<th>Topic</th>
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<td><em>Business Value of IT</em></td>
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<td>01-19</td>
<td><em>Organizational Capabilities</em></td>
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<td>01-26</td>
<td><em>Firm Boundary</em></td>
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<td>02-02</td>
<td><em>Competition</em></td>
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<td>02-09</td>
<td><em>System Development</em></td>
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<td>02-16</td>
<td><em>IT Governance</em></td>
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<td>TBA</td>
<td>Literature Review Due</td>
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<td>7</td>
<td>02-23</td>
<td><em>Outsourcing</em></td>
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<td>03-08</td>
<td><em>Innovation</em></td>
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<td>TBA</td>
<td><em>Student Presentations of Research Proposals</em></td>
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<td><em>Student-Selected Topics and Papers</em></td>
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<td>05-01</td>
<td>Research Proposal Due</td>
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**Required Readings (tentative, subject to change)**

**Week 1 – Business Value of IT**

• Johnson, Introduction and Chapter 1 (The Adjacent Possible).
Week 2 – Organizational Capabilities

- Johnson, Chapter 2 (Liquid Network).

Week 3 – Firm Boundary

- Johnson, Chapter 3 (The Slow Hunch).

Week 4 – Competition and Partnership

- Johnson, Chapter 4 (Serendipity).
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Week 5 – System Development

- Johnson, Chapter 5 (Error).

Week 6 – IT Governance and Control

- Johnson, Chapter 6 (Exaptation).
Week 7 – Outsourcing

- Johnson, Chapter 7 (Platforms).

Week 8 – Innovation

- Glaeser, Introduction and Chapter 1 (What Do They Make in Bangalore?)
Week 9 – Labor

- Glaeser, Chapter 2 (Why Do Cities Decline?)

Week 10 – Student Presentations of Research Proposal Ideas

- Glaeser, Chapter 3 (What’s Good about Slums?)

Week 11 - Healthcare

- Glaeser, Chapter 4 (How Were the Tenements Tamed?)
Week 12 – Government

- Glaeser, Chapter 5 (Is London a Luxury Resort?)

Week 13 – Student-Selected Papers (To be updated)

- Glaeser, Chapter 6 (What’s So Great about Skyscrapers?)
- Each student will choose a paper for reading, with the instructor’s guidance and permission, from top-tier academic journals with a topic of previous weeks.

Week 14 – Student-Selected Papers (To be updated)

- Glaeser, Chapter 7 (Why Has Sprawl Spread?)

Academic Integrity – ZERO TOLERANCE

Plagiarism and academic dishonesty can take many forms. The most obvious is copying from another student’s materials, but the following are also forms of this:

- Copying materials directly from the Internet (or another source) without a proper citation crediting the author
- Turning in an assignment from a previous semester as if it were your own
- Having someone else complete your assignment and submitting it as if it were your own
- Use of assignments completed in one class as any part of a project assigned in another class
- Sharing/copying homework assignments.

There will be zero tolerance for blatant plagiarism or any other type of academic dishonesty. In particular, plagiarizing someone’s work (be it a classmate’s or on the Internet) is strictly prohibited.
Under this zero tolerance policy, in any occurrence of academic cheating, a formal complaint will immediately be filed with the University Discipline Committee (UDC). This incident will be listed on the student’s permanent academic record. The instructor will not discuss the penalty for violating this policy and simply direct the student to this paragraph in the class syllabus.

**Academic Honesty**

Temple University believes strongly in academic honesty and integrity. Plagiarism and academic cheating are, therefore, prohibited. Essential to intellectual growth is the development of independent thought and a respect for the thoughts of others. The prohibition against plagiarism and cheating is intended to foster this independence and respect.

Plagiarism is the unacknowledged use of another person's labor, another person's ideas, another person's words, another person's assistance. Normally, all work done for courses is expected to be the individual effort of the student presenting the work. Any assistance must be reported to the instructor. If the work has entailed consulting other resources -- journals, books, or other media -- these resources must be cited in a manner appropriate to the course. It is the instructor’s responsibility to indicate the appropriate manner of citation. Everything used from other sources -- suggestions for organization of ideas, ideas themselves, or actual language -- must be cited. Failure to cite borrowed material constitutes plagiarism. Undocumented use of materials from the World Wide Web is plagiarism.

Academic cheating is, generally, the thwarting or breaking of the general rules of academic work or the specific rules of the individual courses. It includes falsifying data; submitting, without the instructor’s approval, work in one course which was done for another; helping others to plagiarize or cheat from one's own or another's work; or actually doing the work of another person.

The penalty for academic dishonesty can vary from receiving a reprimand and a failing grade for a particular assignment, to a failing grade in the course, to suspension or expulsion from the University. The penalty varies with the nature of the offense, the individual instructor, the department, and the school or college.

Students who believe that they have been unfairly accused may appeal through the School or College's academic grievance procedure.