Interests, Ideas, and Suggestions

Dorothy E. Leidner

Ferguson Professor of Information Systems
Department of Information Systems
Hankamer School of Business
Baylor University, Waco, TX

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My Areas of Interest

- **The "I" in IS**
    - Visibility of Information in Social Systems
    - Product Traceability
- **The Impact of New IT on Individuals, Teams, Organizations & Society**
    - Knowledge Management
    - Social technologies
- **The Management of IT**
    - IT Strategy and Planning
    - IT Leadership

Choosing a Good Topic

- Good topics are ones you feel passionate about, or at least extreme interest in

- Good topics usually have at the core a central issue, not just a technology or management trend

- Good topics are based in problems/issues facing practice

Some "Good" Topics

•The Tried & True

- •Offshoring/Outsourcing
- •IT Development
- •IT & Business Impact
- •IT Adoption/Diffusion/Innovation
- •IT Management

•The Nouveau

- •Social Media
- •Social Organizations
- •IT and Sustainability
- •Cloud Computing
- •IT Ambassadors (IT Leadership)
- •Big Data
- •Mobility/Multitasking

Suggestions: Idea Window Shopping

•Browse the titles of each issue of MISQ, ISR, JAIS and the rest in the basket– read the interesting ones (to you)

•Browse monthly practitioner sources
  •McKinsey Quarterly; CIO Insight; Computerworld; Business Week

•Browse the most recent year's PhD dissertation titles in IS/IT

•Browse the titles of the AMCIS and ICIS proceedings each year and read the most interesting papers (to you)

•Once a year, browse the titles of Organization Science, JAP, AMR

Suggestions: Think Out of the Box

- **Look for areas being ignored that are the inverse of areas being widely examined**
    - Who are non-knowledge workers & what non-knowledge work needs IT support
    - Marketers want to gather information about consumers: who wants to get information to consumers
- **Look for new sources of data & data gathering**
    - Comment sections in response to business stories in online journals
    - Blogs, tweets
- **Look for new theories that have not been used in IS**
- **Look to combine theories in new ways**