



Big XII+ IS Symposium: Emerging Topics in MIS Research

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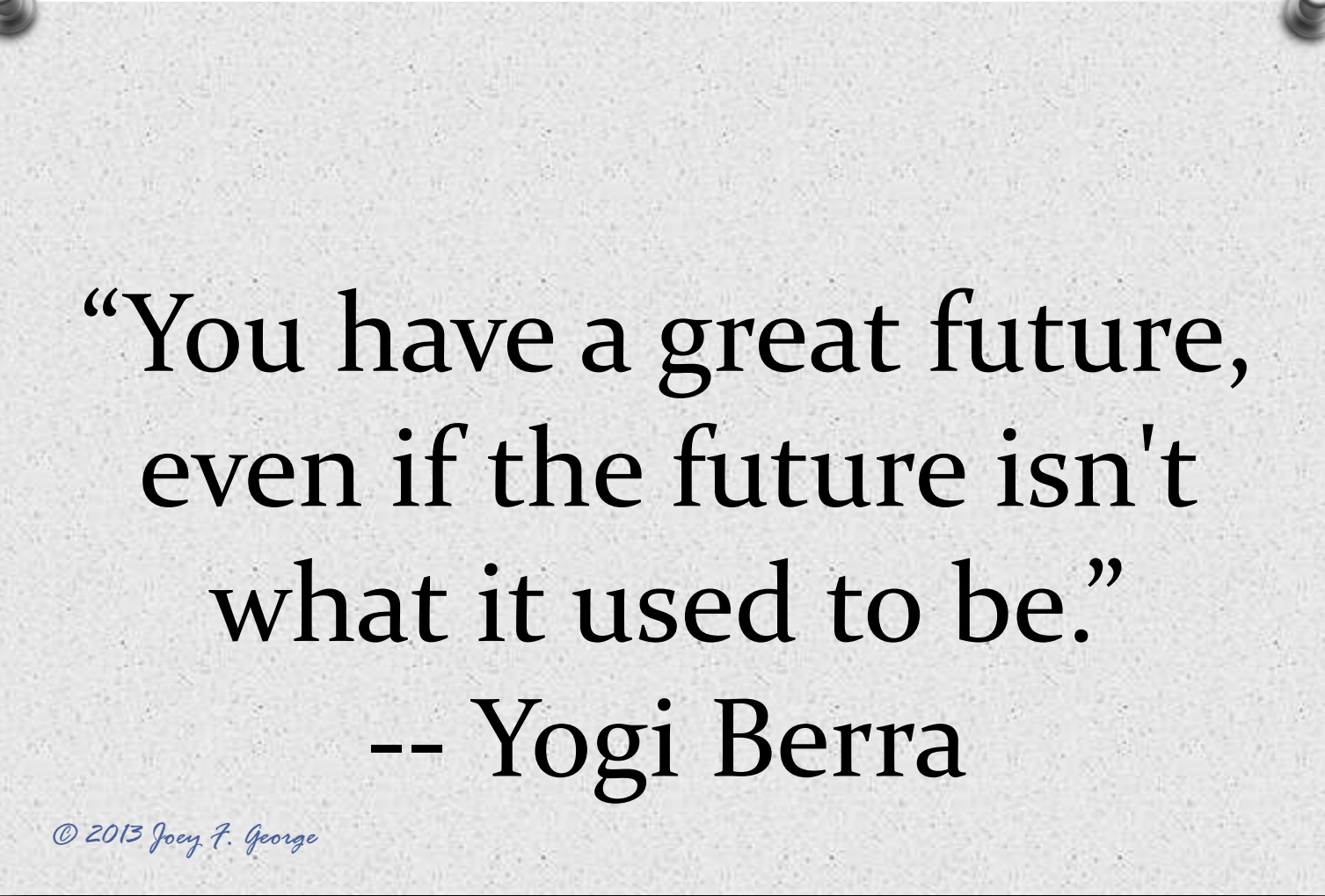
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A Recommendation from Benbasat & Zmud, 1999

- o The foremost criterion to be applied in selecting research topics should be directly related to the *future** interest that key stakeholders (journals, colleagues & practitioners) are likely to hold in a topic.

* Emphasis mine

Source: I. Benbasat & R. Zmud, "Empirical Research in Information Systems:
The Practice of Relevance," MISQ, 23(1), 1999



“You have a great future,
even if the future isn't
what it used to be.”

-- Yogi Berra

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Topics: From industry contacts

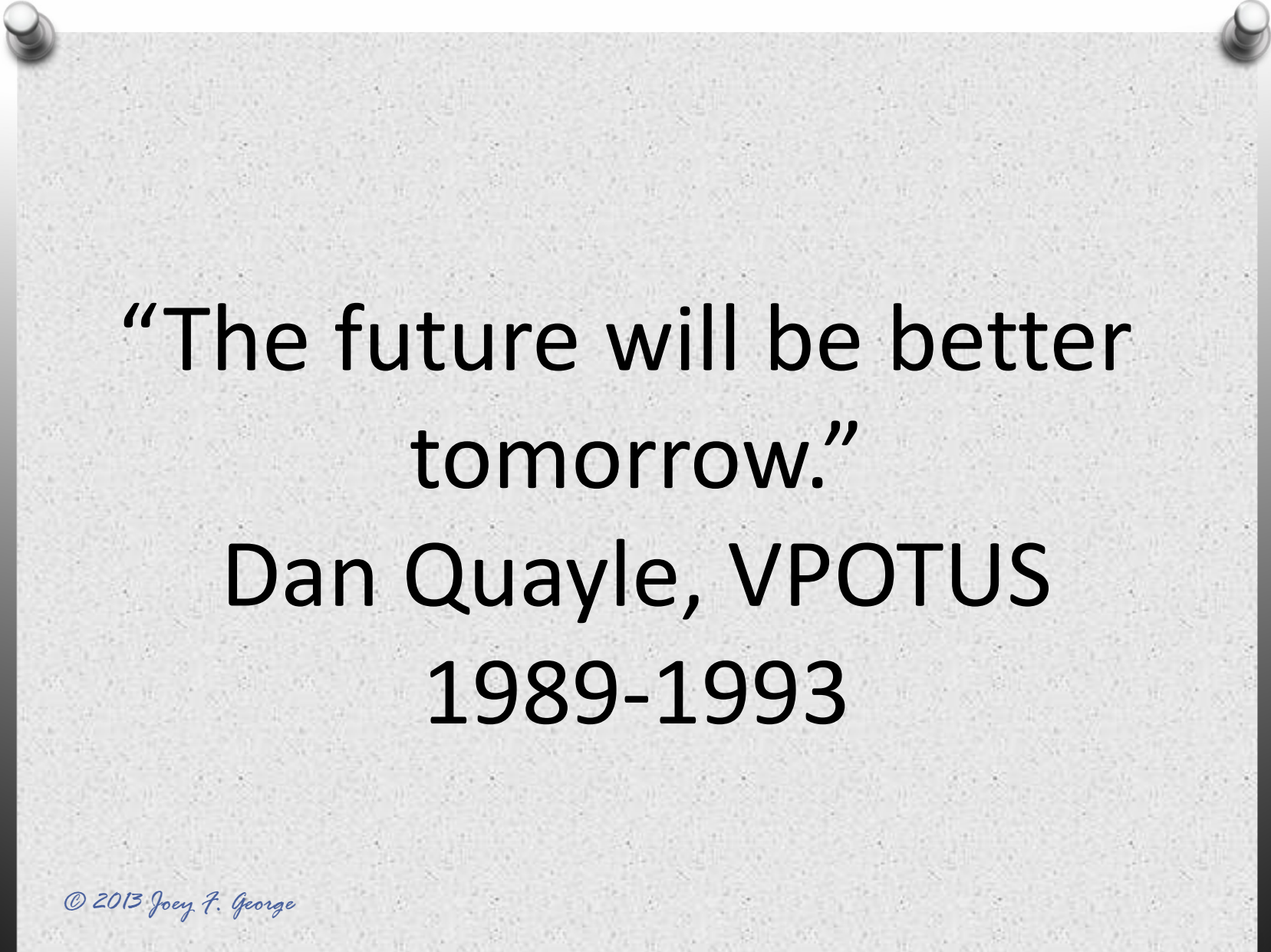
- o Cloud
- o Analytics
- o Mobility

Topics: From current ISR submissions

- o Gamification
- o Social networks
- o Agility / software development
- o Crowd sourcing
- o ICT & groups

Topics: From observing

- o Anything related to Health IT
- o Cybersecurity
- o Analytics, BA, BI, Big Data, etc. (Big Buzz?)



“The future will be better
tomorrow.”

Dan Quayle, VPOTUS
1989-1993