

技術分析與創新

Class Schedule

Week Topic

1. 產業分析 (1) Chapters 1-4
 2. 產業分析 (2) Chapters 5-8
 3. 產業分析 (3) Chapters 9-12
 4. Qualitative Research in Business & Management (QR 1) Chapter 6 &7
 5. Qualitative Research in Business & Management (QR 1) Chapter 8 &9
 6. Qualitative Research in Business & Management (QR 1) Chapter 10 &11
 7. Qualitative Research in Business & Management (QR 1) Chapter 12,13,14
 8. Qualitative Research in Business & Management (QR 1) Chapter 15,16
- QR-2
9. MOT-1, MOT-2
 10. MOT-3, MOT-4
 11. MOT-5, MOT-6
 12. MOT-7, MOT-8
 13. ERP-1, ERP-2
 14. ERP-3, ERP-4
 15. ERP-5, ERP-6
 16. ERP-7, ERP-8

Qualitative Research (QR)

1. Meyer, Mike, Qualitative Research in Business & Management, Sage 2009.
2. Klein, H., and Myers, M. "A set of Principles for Conducting and Evaluating Interpretive Field Studies," *MIS Quarterly* (23:1), 1999, pp 67-93.

Management of Technology readings (MOT)

1. Kling, R, "Social Analyses of Computing: Theoretical Perspectives in Recent Empirical Research," *Computing Surveys*, Vol. 12, No.1, March 1980
2. Reitzig, M, "What determines patent value? Insights from the semiconductor industry," *Research Policy* 32 (2003) 13-26
3. Geels, F. W, "From sectoral systems of innovation to socio-technical systems Insights about dynamics and change from sociology and institutional

- theory,” *Research Policy* 33 (2004) 897-920
4. Dahlin, K. B, D. M. Behrens, “When is an invention really radical? Defining and measuring technological radicalness,” *Research Policy* 34 (2005) 717-737
 5. Miotti, L, F. Sachwald, “Co-operative R & D: why and with whom? An integrated framework of analysis,” *Research Policy* 32 (2003) 1481-1499
 6. Ropponen, J, K. Lyytinen, “Components of Software Development Risk: How to Address Them? A Project Manager Survey,” *IEEE Transactions on Software Engineering*, Vol. 26, No. 2, February 2000
 7. Lyytinen, K, L. Mathiassen, J. Ropponen, “Attention Shaping and Software Risk—A Categorical Analysis of Four Classical Risk Management Approaches,” *INFORMATION SYSTEMS RESEARCH* Vol. 9, No. 3, September 1998
 8. Lee, Allen, “Action is An Artifact: What Action Research and Design Science Offer to Each Other, in Kock (ed.) *Information Systems Action Research*, Springer, 2007

ERP readings (ERP)

1. Matolcsy, Z. P, P Booth, B. Wieder, “Economic benefits of enterprise resource planning systems: some empirical evidence,” *Accounting and Finance* 45 (2005) 439-456
2. Poston, R, S. Grabski, “Financial impacts of enterprise resource planning implementations,” *International Journal of Accounting Information Systems* 2 (2001) 271-294
3. Chand, D, G. Hachey, J. Hunton, V. Owoso, S. Vasudevan, “A balanced scorecard based framework for assessing the strategic impacts of ERP systems,” *Computers in Industry* 56 (2005) 558-572
4. Nan, F. F. H, X. Tan, S. H. Teh, “An Empirical Investigation on End-Users’ Acceptance of Enterprise Systems,” *32 Information Resources Management Journal*, 17(3), 32-53, July-Sept 2004
5. Chwelos, P, I. Benbasat, A. S. Dexter, “Research Report: Empirical Test of an EDI Adoption Model,” *INFORMATION SYSTEMS RESEARCH*, Vol. 12, No. 3, September 2001, pp.304-321
6. Holsapple, C. W, M. P. Sena, “ERP plans and decision-support benefits,” *Decision Support Systems* 38 (2005) 575-590
7. Cadili, Sarah and E. Whitley, “On the Interpretative Flexibility of Hosted ERP Systems,” *Journal of Strategic Information Systems*, 14(2005), 167-195
8. Ranganathan, C, C. V. Brown, “ERP Investments and the Market Value of

Firms: Toward an Understanding of Influential ERP Project Variables,” Information Systems Research Vol. 17, No. 2, June 2006, pp. 145-161

9. Bradford, M., & Florin, J. (2003). Examining the role of innovation diffusion factors on the implementation success of enterprise resource planning systems. *International Journal of Accounting Information Systems*, 4(3), 205-225.
10. Cooper, R. B. and Zmud, R.W., (1990), “Information technology implementation research: a technological diffusion approach,” *Management Science*, 36(2), pp.123-139

Industrial Analysis (IR)

贏在未來: 產業分析的 12 堂課, 資策會資訊市場情報中心

Action Research (AR)

1. Nielson, P. and Gitte Tjornehoj, “Mapping Social Networks in Software Process Improvement: An Action Research Study,” in Baskerville, Mathiassen, Pries-Heje, and DeGross (eds.) *Business Agility and Information Technology Diffusion*, Springer, 2005.
2. Avison, David, R. Baskerville, and Mike Myers, “The Structure of Power in Action Research Projects,” in Kock (ed.) *Information Systems Action Research*, Springer, 2007
3. Bell, Simon and Trevor Wood-Harper, “Story Telling in Action Research Projects: Malta, Bangladesh, Lebanon, and Slovenia,” in Kock (ed.) *Information Systems Action Research*, Springer, 2007

Harvard business school cases:

1. Cisco Systems, Inc: Implementing ERP (#699-022)
2. Cisco Systems Architecture: ERP and Web-enabled IT (#301-099)
3. Tektronix, Inc: Global ERP Implementation (#699-043)
4. Ford Motor Company: Supply Chain Strategy (#699-198)

- 1) background of the company;
- 2) problems and issues;
- 3) how to resolve the problems (or remedies) and why;
- 4) challenges in the problem-solving; and
- 5) your comments and suggestion.