

**DISCIPLINA:** OPORTUNIDADES DE PESQUISA EM TRANSFORMAÇÃO DIGITAL (OPTD)  
**CURSO:** CURSO DE MESTRADO E DOUTORADO EM ADMINISTRAÇÃO DE EMPRESAS (CMCDAE)  
**DEPARTAMENTO:** TECNOLOGIA E CIÊNCIA DE DADOS (TDS – TECHNOLOGY AND DATA SCIENCE)  
**CARGA / PERÍODO:** 30 HORAS NO 2º/2020 EM PORTUGUÊS – 1º BIMESTRE  
**PROFESSOR:** OTAVIO P. SANCHEZ

## PROGRAMA

### DESCRIÇÃO DA DISCIPLINA

A Transformação Digital - TD está em grande evidência, mas ainda não é uma realidade corrente nas organizações. Diferentemente de outros momentos em que inflexões tecnológicas mostraram-se apenas *buzzwords*, a TD apresenta um conjunto de características único, fruto principalmente de uma extraordinária evolução tecnológica ocorrida nos últimos anos em múltiplas frentes.

Isso gera uma convergência de elementos capaz de abrir oportunidades para múltiplas transformações estratégicas nas organizações, influenciando as decisões, a maneira de gerir processos e a forma de configurar recursos. Além disso, no nível individual, colaboradores são expostos a novas oportunidades e ameaças em sua relação com parceiros de negócios, com a organização e demais membros do grupo. Igualmente, a própria tecnologia atrai a atenção por habilitar essas diversas modificações no cenário organizacional. O campo de *Information Systems* - IS se defronta com a desafiadora realidade em que muitos dos conhecimentos existentes precisam ser complementados ou revisados, o que caracteriza a necessidade da condução de pesquisas científicas sobre o tema.

Esta disciplina objetiva discutir os potenciais tópicos de pesquisa que se abrem pela transformação digital por meio da discussão orientada a três grandes vertentes: (a) o que existe internacionalmente nos campos aplicado e científico que caracteriza a problematização em TD; (b) quais problemas práticos se revelam neste momento de grande inflexão tecnológica e organizacional, e (c) que perspectivas e teorias são reconhecidas no campo internacional de IS e que potencializam pesquisas visando uma publicação de alto nível sobre transformação digital no campo de IS.

### OBJETIVOS DA DISCIPLINA

Os objetivos de aprendizagem da disciplina estão apresentados abaixo, com indicação de como contribuem para os objetivos gerais do CMCDAE.

Objetivos do CMCDAE	Objetivos da disciplina	Grau de contribuição
Métodos qualitativos de pesquisa		○ ○ ○
Métodos quantitativos de pesquisa		○ ○ ○
Conhecimento do tema de pesquisa / teoria	Ao final do curso o aluno deverá estar familiarizado com as visões aplicada e científica do campo internacional no tema, bem como reconhecer, compreender e justificar o uso de teorias aplicáveis na exploração da Transformação Digital	● ● ●
Procedimentos de pesquisa	Identificar gaps e oportunidades de pesquisa em Transformação Digital, em padrão internacional	● ● ○
Relevância e inovação em pesquisa	Identificar os assuntos mais relevantes para a temática e articular os focos de pesquisa que possuem maior potencial de contribuição futura	● ● ●
Elaboração de artigos	O aluno será capaz de produzir propostas de pesquisa viáveis e relevantes em Transformação Digital. Ao final do curso, deverá elaborar um projeto de pesquisa envolvendo a articulação de um ou mais tópicos identificados durante o curso	● ● ○
Outros objetivos da disciplina:		

### PRÉ-REQUISITOS

É essencial que os alunos possam manter uma dedicação semanal média de **10 horas extra sala de aula**, as serem usadas em leituras e elaboração de materiais. Há uma quantidade significativa de material em inglês (papers internacionais) a serem lidos em profundidade para habilitar a discussão em sala.

### METODOLOGIA

As aulas são baseadas em discussões e apresentações. Apesar do curso ser ministrado em português, sua dinâmica requer intensa leitura de papers publicados em inglês nos principais journals internacionais. Velocidade na leitura e domínio para interpretação dos materiais são de grande importância para o aproveitamento da disciplina. Usaremos leituras prévias como base para discussões, e uma dinâmica nas aulas que visa estimular a articulação criativa dos conhecimentos na busca de oportunidades de pesquisa originais e relevantes, no contexto internacional. Como resultado, espera-se que as oportunidades identificadas sejam registradas e exploradas em futuro próximo.

### CRITÉRIO DE AVALIAÇÃO

#	PESO	DESCRIÇÃO
P1	35 %	<b>Efetivo preparo</b> (leitura, interpretação e aplicação de materiais) e contribuição nas discussões em sala
P2	25 %	Participação: <b>Contribuição adicional</b> em termos de materiais científicos ou abordagens originais, para além da estimulada na lista de materiais indicados
PF	40 %	Formalização de um <b>projeto de pesquisa individual</b> envolvendo a articulação de um ou mais tópicos identificados durante o curso

### PROGRAMAÇÃO AULA-A-AULA

A definir

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#### MINI CV DO PROFESSOR



##### **Otavio Sanchez**

Associate Professor of Information Systems and Quantitative Methods at Ph.D. & Master Courses of Fundacao Getulio Vargas FGV-EAESP and Visiting Scholar at the University of Arizona. My research interests range from Strategy and Management of Information Systems, Information Economics, Behavioral Economics, Behavioral Information Systems, and Psychometrics. My research has appeared in high-impact journals like CACM-Communications of the ACM, IJPM-International Journal of Project Management, ISF-Information Systems Frontiers, among others. I am currently member of INFORMS - Management and Services Operations Society, Information Management Society, and OCIS - Organizational Communication and Information Systems at Academy of Management. I have been serving as a referee for the top IS journals as MISQ - MIS Quarterly, JMIS - Journal of Management Information Systems, JSIS - Journal of Strategic Information Systems, JAIS – Journal of the Association for Information Systems, EJIS – European Journal of Information Systems, ISM - Information Systems Management, C&E - Computers & Education, and the main IS international conferences as ICIS - International Conference on Information Systems and ECIS – European Conference on Information Systems. In the past I served as member of Scientific Committee of Information Systems Division at ANPAD - Brazilian National Post-graduation Programs Association (2013-2014) and as its Division's Head (2015-2017). My full academic CV is available at <http://lattes.cnpq.br/3744651482348616>.