

DEPARTMENT : IMQ - INFORMÁTICA E MÉTODOS QUANTITATIVOS APLICADOS À ADMINISTRAÇÃO
MAJOR : MESTRADO E DOUTORADO EM ADMINISTRAÇÃO DE EMPRESAS (CMDAE)
COURSE : SCALES IN MIS RESEARCH FIELD: FROM ASSESSMENT TO FULL DEVELOPMENT
PROFESSOR : OTAVIO SANCHEZ
SEMESTER : 2017-2 (2-Credit regime, 8 classes, 4h each)

PROGRAM

OBJECTIVES

The course aims at informing and train students to critically assess and develop scales in Management Information Systems – MIS field. Instead of exclusively focusing on the techniques covered during the course, the learning process is based on a full immersion of real-world MIS research, in a process ranging from analyzing previously developed scales available in the mainstream literature to developing new ones. Of utmost importance will be the development of student skills to critically evaluate the quality of scales available in MIS literature, while allowing new scales assembling and creation. By the end of the course, it is expected that students have acquired enough knowledge to recognize good scales in MIS field and be able to undergo the full process of proposing scales of high quality as regarded in the MIS mainstream literature.

TOPICS TO BE COVERED

- Looking for samples of scales in MIS field & critically assessing them
- Fundamentals of Psychometrics & Measurement Theory
- Basics of Meta-Analysis and Scale development motivation
- Step-by-step process for scale development (with old and new techniques)
- Hands-on of scale analysis and proposition
- Scale assembling techniques & Scale reduction via items parceling
- Dimensionality & measurement operationalization (distinctions of Formative and Reflexive Models)
- Invariance, Common Method Bias, Endogeneity, and Heterogeneity
- How to structure papers that propose and develop scales in MIS field

METHOD

The underpinning strategy of the course is the articulation of the following strategies:

- Analysis of MIS existing scales
- Proposition of a Real-world MIS scale (Cognitive Absorption, Privacy Concern, User Engagement, Gamification, Business Intelligence, Absorptive Capacity, and others)(*)
- Selected references reading;
- Class presentations;
- Exercises

GRADING (ALL ARE INDIVIDUAL ASSESSMENTS)

PHASE	WEIGHT	DESCRIPTION
P1	30 %	Substantive Literature Review on the current status of an MIS-related measurement problem (choose one construct: Cognitive Absorption, Privacy Concern, User Engagement (*), or any construct related to Gamification, Business Intelligence, Absorptive Capacity)
P2	30 %	Knowledge contribution & participatory behavior
PF	40 %	Paper to be submitted to a top IS journal solving the measurement problem above

(*) other individual-level constructs are welcome, pending to professor approval

Class #	Topic	Required Reading	Hands-on
1	General requirements in IS field	(Straub et al. 2004) (MacKenzie et al. 2011) (DeVellis 2012)	Hands-on: Searching for MIS scales, items, and constructs
2	Heterogeneity	(Vandenberg and Lance 2000) (Steenkamp and Baumgartner 1998)	
3	First students presentation: Substantive Literature Review		
4	Scale assessment	(Steenkamp and Baumgartner 1998) (Raykov 1997) (Bagozzi et al. 1991)	Hands-on: scale analysis
5	Dimensionality	(Wright et al. 2012) (Polites et al. 2012) (Siekpe 2005)	Exercises: Multidimensional x Unidimensional
6	Scale assembling & Scale reduction via items parceling	(Little et al. 2002) (Kim and Hagtvet 2003) (Hagtvet and Nasser 2004)	Hands-on: Scale reduction
7	Second students presentation: Initial assessment of existing scales		
8	Group Invariance	(Vandenberg and Lance 2000) (Torkzadeh et al. 2003) (Cheung and Rensvold 2002)	Hands-on: Invariance
9	Common Method Bias	(Williams et al. 2010) (Richardson et al. 2009) (Podsakoff et al. 2003) (Burton-Jones 2009)	Hands-on: CMB
10	Final students presentation: Final scale proposition (upload paper draft to eclass)		

REFERENCES

BASIC

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INSTRUCTOR



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