Data-driven Discovery of Firm and Managerial Decision Making Behavior: Evidence across selected Information Systems contexts

Speaker:
Dr. Ramanath Subramanyam
Associate Professor of Business Administration
Gies College of Business
University of Illinois at Urbana-Champaign

Abstract:
The logic of abduction and deduction (Charles Peirce: 1839-1914) have strongly contributed to our conceptual understanding of a phenomenon, while the logic of induction has traditionally added quantitative details to conceptual knowledge. As the cost of computational power goes down and computational capability increases, increasingly, we are endowed with powerful analytical capabilities that help us employ abductive reasoning across a range of managerial decision problems. The boundary-spanning nature of Information systems (IS) research provides several use cases for examining innovative research designs employing such capabilities. Such research designs are now poised to significantly contribute to a deeper understanding of several managerial and organizational decision making problems. The role of these techniques in streams of academic research that have predominantly employed deductive and inductive research designs is presented using insights across several studies.

Date: Jan 11, 2018 (Thursday)
Time: 2:30 p.m. — 4:00 p.m.
Language: English
Venue: KK1301, 13/F., K.K. Leung Building, The University of Hong Kong

All Interested are Welcome