

An Overview of Some Recent Examples of Qualitative Research in Information Systems

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Abstract

This presentation will discuss the potential of qualitative research in providing insights into the domain of information systems through a brief overview of some recent examples: using action research to understand information systems development at Dansk Bank; using hermeneutics to understand the purchasing behavior of individuals using the Internet; using conversation analysis to understand aspects of IS offshoring for a pharmaceutical company; and using a case study approach at a Chinese subsidiary of a French company to understand how cultural differences impact on the success or failure of an IS project.