

Bachelor and Master Project – SS23

Registration is
open !

Study projects in Business Information Systems

The study of Business Information Systems includes the completion of a study project in the bachelor's and master's programs that can be started either the winter or summer semester. A study project is always conducted out as group work.



IS Project SS23

Ethnographic Data Analysis of Cultural-diverse IT Project

A. Project Background

Culturally diverse project teams become ubiquitous due to organizations' recruitment strategy to attract the best talent around the globe to remain competitive (Daniel et al. 2013; Gibson and Gibbs 2006). Understanding how the diverse teams produce desirable outcomes has been a particular interest among scholars (Troster et al. 2014, p. 245). Although researchers accumulated considerable knowledge regarding cultural diversity's role in team outcomes, the findings are either mixed (Stahl, Maznevski, et al. 2010, p. 690), inconclusive, or inconsistent (Van Dijk et al. 2012, pp. 38–39).

To better understand these phenomena as an overarching theme, it would be necessary to facilitate a problematization to challenge the assumptions underlying the literature (Alvesson and Sandberg 2011, p. 252) as non-exhaustive research question: RQ: Which sequences of action the cultural diversity's effect?

Project Planning / Workload

1st Milestone: Literature Review	2nd Milestone: Data Preparation	3rd Milestone: Data Analysis	4th Milestone: Preliminary Result	5th Milestone: Final Submission
<ul style="list-style-type: none">• ca. 2-3 weeks after the Kick-Off Meeting• Developing a Coding Workbook• Develop Coding Guidelines (minimum of 50 codes)• Project timeline• Project tools setup (for exchanging documents)	<ul style="list-style-type: none">• ca. 3-4 weeks after 1st Milestone meeting• Transcribing ethnography field notes (around 1000 minutes/student)• Transcribed files need to be edited using uniform guidelines	<ul style="list-style-type: none">• ca. 6-8 weeks after 2nd Milestone meeting• Analyzing the data using CAQDAS tool• Transcribed files are all coded	<ul style="list-style-type: none">• ca. 4-5 weeks after 3rd Milestone meeting• Initial draft of Data structure and research report outline (structure/outline, visualization of result)	<ul style="list-style-type: none">• Final presentation of the project results• Final draft of Report (20-25 pages, from Introduction-Conclusion)• Project lesson learned after two weeks

18.04-21.04: Kick off

22.04-02.05: Group forming

02.05-31.05: Develop Coding Workbook

02.05-30.06: Transcribing ethnography field notes

01.07-19.08: Analyzing the data using CAQDAS tool

19.08-05.09: Initial draft of Ethnography Research Report

05.09-16.09: Finalizing Ethnography Research Report



B. Project Scope

- A group of four to five Bachelor students, together with one to two Master students will carry out data analysis from an ethnography project.
- The ethnography research project aims to illuminate how cultural diversity influences team performance of a large IS project in a virtual setting, which includes the topics around team creativity, conflict, intercultural communication, team trust, teamwork, and team satisfaction.
- Students start with a literature review (initial list is provided) that covers the relevant research topics (see above).
- In parallel, students learn about ethnography research methodology, in particular about participant observation, and data analysis. Students will be given access to Moodle on Ethnography for this learning purpose.
- Students are expected to transcribe field notes based on participant observation using a speech-to-text tool.
- After (or in parallel to) the transcription process, students will develop a coding workbook to be used during the coding analysis phase.
- Students are then expected to code the transcription following Grounded Theory and/or (Bassili, 2011).

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In this summer term, the Chair of Information Systems and Strategic IT Management will offer a project for Bachelor and Master students:

Ethnographic Data Analysis of Cultural-diverse IT Project

A team of Master and Bachelor students will join a (research) project that is highly relevant to Organizational Behavior (OB) and IT Project Management (ITPM). The research is about project success, cultural diversity, team performance, conflict, and creativity in a large complex ERP project of a multinational company, based in France. You will get to learn how to do and apply qualitative research (ethnography) and at the same time get the chance to apply your knowledge from the OB and ITPM courses.

If you are interested, please join the non-binding **Info-Session** on **Wednesday, 12.04.2023, 12:30-13:00** via Zoom.

To register for the event, you can scan the code to the right or click on the following link:

<https://calendly.com/anna-khodijah/30min?month=2023-04>



For the **final registration**, please submit your application (incl. a current grade transcript and a brief motivational letter) via **email** to **Anna Khodijah, M.Sc.** (anna.khodijah@uni-due.de) until **Thursday, 20.04.2023, 23:59**