

The Hong Kong University of Science and Technology

Department of Information Systems,
Business Statistics and Operations Management

Seminar Announcement

***Using Design Science to Integrate Mixed Methods
Research for Messy Real-world Problems***

by

***Dr. Tim McLaren
Ryerson University
Toronto, Canada***

Date: Friday, 18 November 2011

Time: 2:30 – 4:00 pm

**Venue: Conference Room 3399
(near Dept of Accounting, L17/18)**

~~~~~ All interested are welcome ~~~~~

**Abstract:** This seminar by Dr. Tim McLaren of Ryerson University, Toronto, Canada will focus on his research published in the December 2011 issue of MIS Quarterly titled "A Multilevel Model for Measuring Fit Between a Firm's Competitive Strategies and Information Systems Capabilities". Tim will provide a brief overview of the paper to demonstrate how a design science research approach is well suited for developing field-tested and theoretically grounded measurement models and research instruments that are accessible to practitioners. This focus on practical utility in turn provides researchers with results that can be more readily corroborated, thus improving the quality and usefulness of the research findings. We will then discuss how to integrate several research approaches including design science, multiple case studies, and triangulation of interview and survey analyses to overcome some of the challenges of publishing research involving "messy, real world problems" that are of interest to today's managers and top-ranked research journals.

**Bio:** Tim McLaren MBA, PhD, is an educator and consultant with over 15 years of experience working with large organizations in technology-enabled process improvement, supply chain performance management, and enterprise systems implementation projects. His research on information systems, supply chains, and strategic alignment appears in leading journals including the top-ranked MIS Quarterly, as well as Journal of Enterprise Information Management, International Journal of Production Economics, and Supply Chain Forum. He frequently delivers industry seminars and graduate courses in supply chain performance measurement, Six Sigma process improvement, information systems strategy, and IT project management. Dr. McLaren is an Associate Professor at Ted Rogers School of Management at Ryerson University and a Principal Consultant for Korva Consulting Ltd. He currently serves on the board of directors of the non-profit Canadian Purchasing Research Foundation.