**Exposé zur Bachelorarbeit / Masterarbeit**

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Fakultät für Empirische Humanwissenschaften und Wirtschaftswissenschaft

Juniorprofessur für Betriebswirtschaftslehre, insbes. Digitale Transformation und Wirtschaftsinformatik

bei

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**Title of the Bachelor / Master Thesis**

von

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Table of Contents

[1 Motivation of Research Problem and Research Question 1](#_Toc47530135)

[2 Summary of Background Literature 1](#_Toc47530136)

[3 Planned Method 1](#_Toc47530137)

[4 Thesis Concept 1](#_Toc47530138)

[5 Preliminary Literature 1](#_Toc47530139)

[6 Planning the Thesis Process 3](#_Toc47530140)

# Motivation of Research Problem and Research Question

This section primarily introduces and motivates the topic of your thesis. The research problem should be derived from real world situations and research outcomes to show the awareness of this issue. In order to create a common understanding of the research project in your thesis, it is important to highlight the objectives of it. The formulation of research questions is helpful to conclude the objectives in a concrete manner.

# Summary of Background Literature

Briefly describe the relevant basic literature regarding your thesis topic. Which research areas are important to investigate? Which terms need to be defined? Which concepts, theories and models are relevant for answering your research question(s)?

# Planned Method

Include a short description of the planned methodological approach of your thesis. In which way do you want to solve your research question(s)?

# Thesis Concept

Provide a rough overview of the structure of your thesis.

# Preliminary Literature

List your preliminary literature regarding your thesis topic. Please use APA 7th edition as style for the bibliography. For managing the literature, it is recommended to use a citation management software (e.g. Mendeley).

Examples:

Byrd, T. A., and Turner, D. E. 2000. “Measuring the Flexibility of Information Technology Infrastructure: Exploratory Analysis of a Construct,” *Journal of Management Information Systems* (17:1), pp. 167-208.

Chin, W. C., Marcolin, B. R., and Newsted, P. R. 1996. “A Partial Least Squares Latent Variable Modeling Approach for Measuring Interaction Effects: Results from a Monte Carlo Simulation Study and Voice Mail Emotion/Adoption Study,” in *Proceedings of the Proceedings of the 17th International Conference on Information Systems*, J. I. DeGross, S. Jarvenpaa, and A. Srinivasan (eds.), Cleveland, OH, pp. 21-41.

Christensen, C. M. 1997. *The Innovator’s Dilemma*, Cambridge, MA: Harvard Business School Press.

Clifford, S. 2009. “Advertisers Get a Trove of Clues in Smartphones,” *The New York Times*, Media & Advertising, March 11 (http://www.nytimes.com/2009/03/11/business/media/11target.html).

Dove, R. 2005. *Agile Enterprise Cornerstones: Knowledge, Values, and Response Ability*, in Baskerville, R., et al. (eds.), Business Agility and Information Technology Diffusion, Boston, Georgia: Springer, pp. 313–330.

Fichman, R. G. 2004. “Real Options and IT Platform Adoption: Implications for Theory and Practice,” *Information Systems Research* (15:2), pp. 132-154.

Gattiker, T.F., D. Chen, and D.L. Goodhue 2005. *Agility Through Standardization: A CRM/ERP Application*, in Bendoly, E., and F.R. Jacobs (eds.), Strategic ERP Extension and Use, Stanford Business Book, pp. 87–96.

KPMG. 2010. “China Emerges as an Outsourcing Giant,” Press Release, April 29 (http://www.kpmg.com/CN/en/PressRoom/PressReleases/Pages/press-20090429b.aspx).

Nelson, R. R., and Winter, S. G. 1982. *An Evolutionary Theory of Economic Change*, Cambridge, MA: Belknap Press.

Porter, M. E. 1985. *Competitive Advantage*, New York: Free Press.

Ross, J. W., Weill, P., and Robertson, D. C. 2006. *Enterprise Architecture as Strategy*, Cambridge, MA: Harvard Business School Press.

Rouse, AC., and Corbitt, BJ. 2006. *Business process outsourcing: the hysteresis effect and other lessons,* in Information Systems Outsourcing: Enduring Themes. New Perspectives and Global Challenges, Berlin, Springer, pp. 583–602.

Sabherwal, R., and Chan, Y. E. 2001. “Alignment Between Business and IS Strategies: A Study of Prospectors, Analyzers and Defenders,” *Information Systems Research* (12:1), pp. 11-33.

Sambamurthy, V., Bharadwaj, A., and Grover, V. 2003. “Shaping Agility through Digital Options: Reconceptualizing the Role of Information Technology in Contemporary Firms,” *MIS Quarterly* (27:2), pp. 237-263.

Soh, C., and Markus, M. L. 1995. “How IT Creates Business Value: A Process Theory Synthesis,” in *Proceedings of the 16th International Conference on Information Systems*, J. I. DeGross, G. Ariav, C. M. Beath, R. Hoyer, and C. Kemerer (eds.), Amsterdam, pp. 29-41.

Staehr, L. 2007. “Assessing Business Benefits from ERP Systems: An Improved ERP Benefits Framework,” in Proceedings of the 28th *International Conference on Information Systems*, Montreal, Canada (available online at http://aisel.aisnet.org/icis2007/36).

Tallon, P. P. 2008. “A Process-Oriented Perspective on the Alignment of Information Technology and Business Strategy,” *Journal of Management Information Systems* (24:3), pp. 231-272.

# Planning the Thesis Process

Please plan your course of action and give an overview of your proposed thesis process (with time specifications). Think about milestones you want to achieve and include them in your overview. Please remember the monthly Thesis Colloquium, in which you have to present the current status of your thesis work. Further information about the thesis process can be found on our homepage.