

Title of Project

DSD Seminar / Interactive Analytics Seminar / Capstone Project

of

Name 1 (Matriculation number)

Name 2 (Matriculation number)

Name 3 (Matriculation number)

Date of Submission

At the Department of Economics and Management

Institute of Information Systems and Marketing (IISM)

Information Systems I

Reviewer: Prof. Dr. Alexander Mädche

Supervisor: Name of Your Supervisor

Table of Contents

[List of Figures iii](#_Toc4011880)

[List of Tables iv](#_Toc4011881)

[1 Introduction 1](#_Toc4011882)

[2 Methods 1](#_Toc4011883)

[3 Results 1](#_Toc4011884)

[4 Discussion 1](#_Toc4011885)

[5 Conclusion 2](#_Toc4011886)

[Bibliography v](#_Toc4011887)

[Appendix v](#_Toc4011888)

# Introduction

This section primarily introduces to the topic of your work. The research problem should be derived from real world situations and research outcomes to show the awareness of this issue. In this exemplary document, the citation style for your thesis will be explained.

The Institute of Information Systems and Marketing (IISM) postulates the 6th version of the citation style of the American Psychological Association. In order to give you an insight how to cite appropriately in your thesis, the following lines serve as an orientation guideline of the citation system. Adhering to the subsequent citation rules is vital to craft a successful and adequate paper. For clarification purposes several examples referring journal articles, conference papers, dissertations etcetera are shown in the further procedure.

# Methods

Describe how you approached the topic from a methodologically point of view; list all techniques that you applied, describe how you collected data, how it has been analyzed

# Results

Describe the results

- the analysis / specify intermediate results

- the created prototype(s)

- the evaluation results

# Discussion

Your findings cannot be simply presented, they also need to be discussed. Hereby, name the limitations of your work, but also highlight the contributions of your work to the related research domain.

# Conclusion

In this chapter you summarize your thesis in a coherent way and highlight the most important parts.

Bibliography

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.

Please use APA 6th edition as citation style for your thesis or seminar paper.

General information:

<http://www.apastyle.org/>

Appendix

Appendices contain any further information, which is noteworthy but not necessarily needed to describe in the main part of your thesis. Often complex tables and figures created during your research project will be presented in an Appendix.

**Affidavit**

I hereby declare that I have developed and written the enclosed seminar / bachelor / master thesis entirely on my own and have not used outside sources without declaration in the text. Any concepts or quotations applicable to these sources are clearly attributed to them. This seminar / bachelor / master thesis has not been submitted in the same or substantially similar version, not even in part, to any other authority for grading and has not been published elsewhere. I am aware of the fact that a misstatement may have serious legal consequences.

Karlsruhe, January 26, 2022

**<all names of group members>**

**Prototype Video Publication Agreement (if applies)**

I hereby agree that the prototype video submitted by me may be published on the Internet.

Karlsruhe, January 26, 2022

**<all names of group members>**