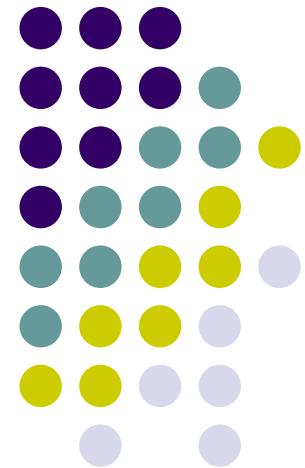# KMIS추계학술대회
Doctoral Consortium
-Economics of IS 분야-

2006년 11월10일

고려대학교 경영대학

유병준 교수

연구방법론1
Economics of IS

- 경제학적 접근법
  - Quantitative, monetary measurement of 'Value' of IS
  - Explain Behaviors of People, Organizations with Economic Incentives
- Empirical Study w. Econometrics
  - Data: Secondary, Objective, Quantitative
  - Analysis: Focus on the possible problems of data sets themselves, not measurement errors as in behavioral study

연구방법론2
Economics of IS

- Analytical Study w. Game Theory, Industrial Organizations, Information Economics
  - Simplified mathematical (utility, profit) model (function): To frame an economic situation (예:Monopoly, Duopoly, Revenue maximization)
  - Simplified model
  - Modeling-각 분야에 10% 이내 연구자 분포 (예: 마케팅, 회계학)
- Conceptual Study w. Economic Theory
  - Agency theory, Transaction cost theory 등에 바탕을 둔 사회현상의 해석 (예: IT 발전은 조직의 규모를 크게 하는 가? 아니면 작게 하는가?)
  - Journal Outlet: CACM, CAIS..

최신 연구동향
(WISE 2006: 10 major schools)

- Typical Topics
  - IT Productivity, Value of IT: IT Productivity Paradox (1987, Robert M. Solow (MIT), Nobel Prize winner)
  - Productivity in Software Engineering, SW costs estimation
- Current Topics
  - Economic Assessment of Impacts of security, piracy
  - Analysis of new mechanisms: Peer review, BIN auctions, Group buying, Keyword auctions
  - Business model of electronic commerce: Pricing, alliance, product versioning

How to write Major Journal Paper

- Management Science, Information Systems Research, JMIS, DSS.. (MISQ) or Marketing Science…
- 기초에 충실:
  - Idea의 중요성-Impact, 의의
  - Methodology의 바른 학습 및 사용 (아직도 많은 Paper들, Review들에 서 기본적 지식 부족 문제 발견됨 (Measurement, Process))
- 4 Months-80% vs. 12 Months-95%
  - Don't stop. Go for one more round when you think it's done
  - Importance of Packaging (Writing): 50%/50%
- Need to learn from or work with 1st grade researchers
  - Networking, Reputation – For reviewers' confidence (MS, ISR – Single blinded review)
  - Experience on Top Journal Review Process – Know how to take care of concerns raised
- Need to be desperate – Don't think about alternatives, Sometimes you need to be stubborn

박사과정생활

- Need Motivation for hard work
  - Why do you want to get Ph.D. degree?-Your goal
  - Confidence (Kobe Bryant, Rain) – Modest, but not shy
- Concept of 'Modern Marathon'
  - Care for speed
- Communication with your advisor
  - The worst problem: No discussion, no progress (Most of failure, late graduation starts from this)
  - Frequency of Meeting = Speed of your progress
  - The more you see him/her, the more you learn.