

Research Seminars on Survey Studies in Information Systems

An Interdisciplinary Perspective on Survey Research

Survey research methods are applied by management information systems scholars. In these two seminars, we discuss the use of survey research in information systems, with an interdisciplinary perspective, for the purpose of developing models with theoretical and practical contribution, leading to publications in academic journals.

In the first workshop, we discuss the methodology of survey studies in information systems, looking at how to relate interdisciplinary research topics, reviewing literature to identify potential models, and designing questionnaire to test the models. In the second workshop, we discuss how students can contribute to the survey research study. MPhil students can join with faculty to develop research projects leading to publications in academic journals.



Professor Brenda Mak **San Francisco State University**

Dr. Mak is Professor in the Department of Information Systems at the College of Business at San Francisco State University. In 2003 Dr. Mak received the research professor of the year award in the College of Business at San Francisco State University. Dr. Mak received the MS in Industrial Administration from Carnegie Mellon University, MS in Statistics and Ph.D. in Marketing from Northwestern University. Her research interests include data mining, neural networks, genetic algorithms, computer art education, employee retention, hospitality customer and employee management, mobile communication, and security. Dr. Mak is associate editor of International Journal of Information Processing and Management. She has published extensively in prestigious journals such as European Journal of Operational Research, Information & Management, Expert Systems with Applications, Information Processing & Management, Computers & Graphics, IEEE Transactions on Systems, Man, and Cybernetics, Journal of Hospitality & Tourism Research, International Journal of Hospitality Management and others.

Dates : 9 May 2012 (Wednesday)

Time : 14:00 – 16:00

Venue: SEK210, 2/F, Simon & Eleanor Kwok Bldg.

Language: English

*****All are welcome*****