

Joint Event from IEEE (UKRI) Engineering Management/Professional Communications Chapter, and School of Management, Royal Holloway, University of London

ICT in Small and Medium Sized Enterprises

By

Professor Gordon M. Hunter
Lethbridge University, Canada

Date	Tuesday 18 th March 2008
Time	1 pm ~ 2 pm
Venue	Room 005, Windsor Building, Royal Holloway, University of London, Egham, Surrey, TW20 0EX, UK
Maps	http://www.rhul.ac.uk/Shared/Maps/ (#2 on campus plan)

ABSTRACT This presentation discusses various qualitative research methods employed to investigate information systems and small business. To begin a qualitative research perspective is outlined. Then two methods are discussed. The first method is based upon Personal Construct Theory. The second method is Narrative Inquiry. The following projects will be briefly reviewed:

- The Outcome of Information Systems Development
- The Use of Information Technology by Independent Business
- Information Systems in Small Business
- Small Business and Information Technology
- Information Systems Effectiveness

Finally, conclusions about conducting qualitative research will be presented.

BIOGRAPHY Dr. M. Gordon Hunter is a Professor of Information Systems in the Faculty of Management at The University of Lethbridge, Alberta, Canada. Gordon has also obtained a Certified Management Accountant (CMA) designation from the Society of Management Accountants of Canada. Gordon's research approach takes a qualitative perspective employing Personal Construct Theory and Narrative Inquiry to conduct in depth interviews. He applies qualitative techniques in interdisciplinary research such as Multi-Generation Small Business, Recruitment and Retention of Medical Doctors, and cross-cultural investigations. His current research interests in the information systems (IS) area include the effective development and implementation of IS with emphasis on the personnel component; the role of Chief Information Officers; and the use of IS by small business.

ORGANISERS (1) School of Management, Royal Holloway, University of London, (2) IEEE UKRI Engineering Management and Professional Communications Joint Chapter (EMPC).

CONTACT Anne Craven, Tel: 01784 443813, Email: ems-ukri@ieee.org
Web: http://ewh.ieee.org/r8/ukri/em_pc/

Registration is not required.

FREE ADMISSION, ALL ARE WELCOME !