ASSIGNMENT 1
RESEARCH
PAPER

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• Research Paper
• Value: 20%
• Length: 2000-2500 words
• Due Date: End of week 6. On the Friday, by 5:30pm
• Submission: IMS5028 Pigeon Hole, Level 7, S Block Foyer (on the left as you come out of the lifts)

requirements

• Late Submission: 10% penalty, per day (inc. weekends), for each day late.
• Extensions: In accordance with FIT requirements - must apply before due date.
drafts

- I am happy to read drafts, and provide feedback (although don’t send a draft the day before the paper is due)

topics

- Choose one of the following OR pick your own (must confirm with TA or Lecturer)
  - BI and CRM, Role of Analytical CRM, Why CRM projects fail?, Web and portal impact on CRM, KM and CRM, CRM DW Design issues, CRM & Privacy / ethics, Major challenges in implementing CRM, DQ for CRM, DM in CRM, Closed-loop CRM......

writing the paper

- What is a research paper?
  - It is a style of writing that may require a more thoughtful, critical, analytical and abstract way of writing than you may be used to.
  - Essentially, this assignment asks for a ‘critical’ literature analysis to be performed on your chosen topic
  - ‘critical’ doesn’t have to be negative
what is a critical literature analysis?

- “A systematic review of the published work about the topic of your study.”
- A comprehensive survey of publications in a specific field of study, often in the form of an in-depth review of key works

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doing it

- 2 Primary Tasks
  1. Get to know the ‘expert’ views on the issue/s, build up what you know about a subject
  2. Compare those expert views with your own
  The final product should demonstrate you’ve done this

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doing it

- The Steps:
  - Define your research problem
  - We give you some topics, if you want to choose your own, email the suggested topic to either llona or myself.
doing it

• Identify the relevant sources (literature search)
• This should be a deliberate planned process, and needs to remain focussed on your problem domain
• Sources may be published, or unpublished (eg Thesis), in hardcopy or online
• Sources may also be personal, from colleagues etc.
• Use multiple channels in the literature search, be comprehensive
• List the reference details as you go, you’ll need them later

doing it

• Assess your sources
• Sort materials into logical groupings, so when you read them, you’re not jumping between ideas
• Use abstracts, skim read, selective reading - We don’t expect you to read everything ever published
• Take notes
• Coding sheets can be useful, be consistent in your reviewing of sources

doing it

• Analysis, synthesis, interpretation
• Analysis - categorizing, ordering, manipulating, and summarizing data, to reduce it into an intelligible form
• Synthesis - Identify patterns and trends
• Interpretation - taking results out of the analysis, drawing wider conclusions, make your own judgment, recommendations. THIS IS WHERE A LOT OF THE MARKS ARE
doing it

- Writing the review
  - Before you put finger to keyboard, be clear in your thinking. What is your focus/plan/line of argument? The research problem must always remain central
  - Develop your own view, give your opinion 'voice' throughout the paper. This is your contribution to knowledge
  - Try to clearly identify the important/seminal major contributions, from those that aren’t as important

structure

- Content and Structure
  - Introduction/Overview - Defines the topic or research problem. Establishes the scope of the paper. Highlights major issues/trends. Summarizes major conclusions. Outlines paper structure and presentation

structure

- Content and Structure
  - Body of the Review - Presents the substance of the research in the field to date. Has a clear and logical structure. Summarizes key points throughout, not just in final conclusion. Demonstrates critical analysis and systematic evaluation of ideas.
  - Be rigorous in acknowledging sources of information, use an appropriate citation style
structure

- Content and Structure
- Conclusion - Clearly reviews the ‘state-of-the-field’. Summarizes major contributions/trends/theories etc. Identifies the major gaps in the area. Provides conclusions to each of the focus areas identified in the intro and body of paper. Points to ‘bigger picture’ issues, opportunities, challenges, impacts etc. The “So What?”.

referencing

- This is important!
- Plagiarism (From SIMS Plagiarism Policy)
  Plagiarism is the presentation of work which has been copied in whole or in part from another person’s work, or from any other source such as the internet, published books or periodicals, without due acknowledgement given in the text.
- Possible outcomes of Plagiarism
  - Fail assignment.
  - Fail subject.
  - A meeting with the Faculty Disciplinary Committee
    - nice people, but you don’t want to meet them

referencing

- Be sure to reference all the work of other that you use in your paper.
- Read the SIMS Style guide for more information on citation. Available from the SIMS homepage for all students
- Easy marks if done right!
In a literature review, an academic style is used rather than a management style
First and second person grammatical forms are often avoided (e.g. ‘I’, ‘you’, ‘we’) - although this does vary with the source and the discipline
Colloquial and ‘chatty’ forms of expression are also generally avoided
Avoid long lists of dot-points. These are OK in management reports, not in a literature review
Effective use of headings and subheadings is important

Each discipline has its own hierarchical set of scholarly journals (tier 1, tier 2...) i.e. The most respected
eg.
  MIS Quarterly (MISQ) - Tier 1
  Decision Support Systems Journal (DSS) - ~Tier 2
  Journal of Business Intelligence (JBI) - ~Tier 3
  Journal of Strategic Marketing
academic vs. industry
publications

- There are also a vast number of industry articles written, or ‘white papers’. It is important to know what type of paper it is you are reading.
- What are the differences between academic and industry publications?

<table>
<thead>
<tr>
<th>ROUGH GUIDE</th>
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<tbody>
<tr>
<td>Academic Authors: experts or noted professionals; check author’s background or qualifications; authors are most often affiliated with an academic or research institution and an address is provided for readers to contact the author.</td>
</tr>
<tr>
<td>Industry Authors: people in the Industry, and professional writers.</td>
</tr>
<tr>
<td>Academic Audience: articles targeted to experts or specialists.</td>
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<tr>
<td>Industry Audience: People in a particular Industry.</td>
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<tr>
<td>Academic Bibliography: a list of references is included at the end of each article.</td>
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<tr>
<td>Industry Bibliography: not common.</td>
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<tr>
<td>Academic Content: More specialized, research based - often communicate research findings in a given field.</td>
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<tr>
<td>Industry Content: may reflect an industry point of view, often published by trade associations or by for-profit corporations.</td>
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<tr>
<td>Academic Format/Structure: Articles usually structured, may include: abstract, literature review, methodology, results, conclusion, bibliography.</td>
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<tr>
<td>Industry Format/Structure: Articles do not necessarily follow a specific format.</td>
</tr>
<tr>
<td>Academic Language: Higher level language, focused, serious tone, words used are specific to a discipline, written by experts.</td>
</tr>
<tr>
<td>Industry Language: broad and simple language, written to be understood by almost anyone. May include jargon specific to the industry.</td>
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<td>Academic Length: Longer articles, providing in depth analysis of topics.</td>
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<td>Academic Peer Review Policy: Articles are reviewed for accuracy before publication by peer or experts in the field.</td>
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<td>Industry Special Features: Illustrations with glossy or color photographs, often for advertising.</td>
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Try to balance your research paper using both types of references.

Academic Vs Industry
publications

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Some websites to get you started...

- CRM Today.  www.crm2day.com
- DM Review.  www.dmreview.com
- CRM Guru.  www.crmguru.com
- Destination CRM.  www.destinationcrm.com
- CRM @ IT Toolbox.  crm.ittoolbox.com - Excellent resource.
Some useful websites to get you started..

- CRM Vendors
  - Siebel. www.siebel.com/resource_library/
  - Microstrategy. www.microstrategy.com
  - Teradata. www.teradata.com
  - SAS. www.sas.com
- Plus others:
  - SAP CRM, PeopleSoft, Oracle...the list goes on

Some useful websites to get you started..

- Monash Voyager Catalogue
  - library.monash.edu
- Electronic databases are a good place to start
  - ABI/INFORM, Proquest, IEEE Xplore, Expanded Academic.
- Don’t be afraid to set foot in the real library......:)

Questions??