## **Course Description: Research on Information Technology in Organization and Management (FSA0002 SA23V011 2023V) -** ***Version 1.6***

**PhD-course, 7.5hp. Spring 2023.**

*The course is a collaboration between the Department of Business Studies, Uppsala University and Stockholm Business School, Stockholm University, and CTF at Karlstad University. The course is given within the Swedish Research School of Management and Information Technology (MIT).*

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# 1. Background and purpose

An important theoretical point of departure for this doctoral course is the analytical perspective on the ongoing practical interplay between management, organization, and ICT. The way digitalization support organizations to define, analyze, make sense and act individually and collectively/"socially" is essential for this course. We will discuss some central and generic organizational concepts, such as (1) Coordination and structural arrangement; Decision Making and Learning (Uppsala), (2) Strategy and Change/Transformations, and (3) Value Creation and Innovation in Service Production. An aim of the course is also to provide a historical understanding of the role of Information Technology in Management Studies.

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# 2. Course requirements

The course is delivered in the form of lectures and discussions of theories and perspectives on IT in management and organization research as well as presentations on research topics relevant for the course. Participants are expected to be present IRL and prepared to discuss the course material assigned for each seminar. This course is a combination of reading (homework), thinking, discussing, and writing a journal diary. The course is divided into four modules (1) Organization and Management Learning (UU), (2) Strategy and Change/Transformations (SU), and (3) Value Creation and Innovation in Service Production (KAU), (4) Course Summary (Online). All modules relate to an essential organizational topic, and are connected to some critical aspects of IT. The course requirements are active participation during the modules and by producing your “personal journal" related to our readings, including a final synthesizing part (see section 3.3). Course language is English.

# 3. Writing instructions

*3.1 Writing a personal journal (across the course)*

You are expected to read and analyze the required readings before each module and make notes in a “personal journal diary‟ (roughly half to one page per paper; single row spacing/”enkelt radavstånd”). and bring your personal journal to the seminar. A personal journal is a notebook in which you write individual comments and reflections on course material and seminar discussions as the course progresses. You are recommended to use guiding questions in Appendix 1 as a guideline when you write these comments in your personal journal (see end of this document). Please bring your personal journal to all the modules (to be used for additional note taking as well as a resource for the continuous dialogues and discussions).

*3.2 Formulating reflective questions before each module*

From your reading formalize roughly 3 principal questions that preferable cover the whole module (1-3). It can also focus on aspects in a specific article but preferable broader topics that relate to the overarching theme through the perspective of your own research project. No yes/no questions. 2. Prepare to ask your question(s) during the module and drive that discussion until the class together have form a relevant answer to your question/problem. No PowerPoint is needed.

*3.3 Main paper/hand-in: Synthesizes and personal journal* (deadline: 5th of June, 23:00)

The main paper and hand-in is composed of two parts in one document: 1) A synthesis of your personal journal and 2) Your personal journal from the whole course.

Part 1: This is a synthesizes of your personal journal that focuses on your own reflection upon the course literature for all the prior seminars, in relation to your own Ph.D. project. This synthesis should be about 2,500 words (please use single row spacing/”enkelt radavstånd”). This means that you will discuss similarities, differences, and linkages between different works you have read, weaving the different streams of research together rather than just reporting it. Ideally, this section results in a new way of thinking about the course literature, and most importantly how it can apply to your thesis work. It could be a model or conceptual framework, a research agenda, or any other unique conception informed by your intimate knowledge of the different articles and linked to your own Ph.D. project.

Part 2: This is your personal journal that you have continuously worked on during the course, following e.g. the structure from Appendix 1 See section 3.1. Try to make it to some extent understandable for the reader.

Part 1 and 2 should include a complete reference list in the end of the document. You may use any reference style you want if it is established and that you use it consistently throughout part 1 och 2.

# 4. The process of each module

During module 1-3, we follow the following routine:

1. We/course leaders try to “set the scene” give a context for the specific theme.

2. Discussions of the chosen articles for the specific theme. Together, we try to develop a deeper/shared(?) understanding of each article. You present your identified questions related to these articles. In addition, be prepared to engage in debate around each article.

3. We/course leaders invite guests (manly senior researchers from the participating MIT schools) to hold talks on their own research in relation to the specific themes.

4. Guests suggested readings are recommended but complementary readings, not mandatory for your personal journal.

# 5. Time table and literature list

*Module 1: Department of Business Studies, Uppsala University, 28th (11:00-17:00 and 29th (09:00-15:00) of March, Einar Iveroth (UU), Jan Lindvall (UU), Jan Löwstedt (SU).*

* Seminar A on the 28th of March. Room: Faculty Club/H429: [**https://link.mazemap.com/8pvcC6X2**](https://link.mazemap.com/8pvcC6X2)
* 11:00 -12:00: Introduction and Presentation.
* 13:00 -14:00: “From contingencies to affordance”
  + Leonardi, P. M., & Barley, S. R. (2010). What’s under construction here? Social action, materiality, and power in constructivist studies of technology and organizing. *The Academy of Management Annals*, *4*(1), 1-51.
  + Leonardi, P. M. (2011). When flexible routines meet flexible technologies: Affordance, constraint, and the imbrication of human and material agencies. *MIS quarterly*, 147-167.
* 14:15 – 15:45: Coordination and structural arrangement.
  + Joseph, J. & Gaba, J., 2020, Organizational Structure, Information Processing, and Decision Making: A Retrospective and Roadmap for research”. *The Academy of Management Annals. In Press****.***
  + Kilduff, M. & Lee, J W., 2019, ”The Integration of People and Networks”. *Annual Review of Organizational Psychology and Organizational Behavior.* In Press.
  + Bailey, D. E., Leonardi, P. M. & Chong, J., 2010, "Minding the Gaps: Understanding Technology Interdependence and Coordination in Knowledge Work", *Organization Science,* Vol. 21, No. 3, pp.713-730.
* 16:00 – 17:00: Accounting, analytics and action: The case of financial due diligence (**Guest: Tim Kastrup**)
  + Recommended and complementary reading
    - Richins, G., Stapleton, A., Stratopoulos, T. C., & Wong, C. (2017). Big Data analytics: Opportunity or threat for the accounting profession? *Journal of information systems*, 31(3), 63-79.
    - Spraakman, G., Sanchez-Rodriguez, C., & Tuck-Riggs, C. A. (2021). Data analytics by management accountants. *Qualitative Research in Accounting & Management*, 18(1), 127-147.
* **Seminar B on the 29th of March. Room: Faculty Club/H429:** [**https://link.mazemap.com/8pvcC6X2**](https://link.mazemap.com/8pvcC6X2)
* 09:00-10:00. Digital artifacts at the center of organizational routines (**Guest: Yunchen Sun, LiU**)
  + Recommended and complementary reading
    - D'Adderio, L. (2011). Artifacts at the centre of routines: Performing the material turn in routines theory. *Journal of Institutional Economics*, 7(2), 197–230.
    - Feldman, M. S., & Pentland, B. T. (2003). Reconceptualizing organizational routines as a source of flexibility and change. *Administrative Science Quarterly*, 48(1), 94–118.
    - Glaser, V. L. (2017). Design performances: How organizations inscribe artifacts to change routines. *Academy of Management Journal*, 60(6), 2126–2154.
    - Pentland, B. T., & Feldman, M. S. (2008). Designing routines: On the folly of designing artifacts, while hoping for patterns of action. *Information and Organization*, 18(4), 235–250.
* 10:15-12:00: Decision Making and Learning.
  + Power, D., Heavin, C & Keenan, P., 2019, “Decision systems redux”. *Journal of Decision Systems*, 28:1, pp.1-18.
  + Kellogg, K., Valentine, M. & Christin, A., 2020, ”Algorithms at Work: The New Contested Terrain of Control”, *Academy of Management Annals*. 14, 1. pp 366-410.
  + Newell, S., 2015, "Managing knowledge and managing knowledge work: what we know and what the future holds", *Journal of Information Technology,* 30, p p.1-17.
* 13:00-14:00: Group discussion.
* 14:15-15:00: Wrapping up.

*Module 2: Stockholm Business School, Stockholm University, 24th and 25th of April, Room:*

* + **Seminar C on the 24th of April; 10-17. Room: To Be Announced**
* 10:00 -12:00: (Digital) Change (David Sörhammar & Jan Löwstedt).
  + Barrett, M., Grant, D., & Wailes, N. (2006). ICT and organizational change: Introduction to the special issue. *The Journal of Applied Behavioral Science*, 42(1), 6–22.
  + Grodal et al., (2023) The Evolution of Technology, *Academy of Management Annals*, 17(1): 141-180
  + Verhoef et al., (2021) Digital Transformation: a multidisciplinary reflection & research agenda, *Journal of Business Research*, 122: 889-901
  + Nambisan et al., (2019) The Digital Transformation of Innovation & Entrepreneurship: progress, challenges & key themes, *Research Policy*, 48
* 13:00 – 15:00: (Digital) Strategy (Svante Schriber)
  + Bharadwaj et al., (2013) Digital Business Strategy: toward a next generation of insights, *MIS Quarterly*, 37(2): 471-482
  + Graebner M.E., (2004) Momentum and Serendipity: How acquired leaders create value in the integration of technology firms. *Strategic Management Journal*, 25, 751-771
  + Stendahl et al., (2021) Control changes in multinational corporations: Adjusting control approaches in practice, *Journal of International Business*, 52, 409–431***.***
* 15:00 – 17:00: Strategy workshop (Svante & David).
  + **Seminar D on the 25th of April; 09-15. Room: To Be Announced**
* 09:00 -09:45: Digital transformation of established firms (**Guest: David**)
  + Tronvoll et al., (2020) Transformational Shifts Through Digital Servitization, *Industrial Marketing Management*, 89: 293-305
* 10:00 -10:45: Managing with the help of data (**Guest Fredrik Nordin**)
  + Extra reading To Be Announced
* 11:00 – 11:45: Digitalization in Schools (**Guest Johan Klaasseen**)
  + Klaassen & Löwstedt (2020) Digitalization in Schools: four examples of embeddedness, in Research in Organizational Change and Development, Vol. 28, 103–126
* 13:00 – 13:45: Sociotechnological transformation (**Guest Lotta Hultén**)
  + Baygi et al., (2021) Everything flows: Studying continuous sociotechnological transformation in a fluid and dynamic digital world”, MIS Quarterly 45 (1), 423-452
* 14:00 – 15:00: We Are All Theorists of Technology Now (David)
  + Bailey et al., (2022) We Are All Theorists of Technology Now: A Relational Perspective on Emerging Technology and Organizing. Organization Science,

*Module 3: Karlstad University, CTF, 16th and 17th of May*

* **Seminar E on the 16th of May. Room:**
* 10-11:45: Welcome and introduction: Evolution of service research  
  toward a systems approach. Prof. Bo Edvardsson
  + Mandatory:
    - Edvardsson, Bo and Tronvoll, Bård (2022). Service Management: Evolution, Current Challenges, and Opportunities. In Handbook of Service Management, Bo Edvardsson and Bård Tronvoll, Editors. Palgrave, London, chapter 3 pp. 35-52. eBook ISBN 978-3-030-91828-6. Print ISBN 978-3-030-91827-9
    - Edvardsson, Bo, Tronvoll, Bård and Gruber, Thorsten (2011). Expanding understanding of service exchange and value co-creation: a social construction approach, Journal of the Academy of Marketing Science, Vol. 39, No. 2, pp. 327-339.
    - Read the book chapter and the article. Answer the questions:
      * What did you learn? What is the main message?
      * How can this be applied in business practice?
  + Additional readings:
    - Dehling, Sebastian, Edvardsson, Bo and Tronvoll, Bård (2022). How do actors coordinate for value creation? A Signaling and Screening Perspective on Resource Integration, Journal of Services Marketing, Vol. 36, No. 9. pp. 18–26.
    - Skålén Per and Edvardsson, Bo (2016). Transforming from the Goods to the Service-Dominant Logic, *Marketing Theory*. Vol. 16, No.1, pp. 101–121
* 13-14:45: Services as Practices. Prof. Per Skålén
  + Mandatory:
    - Skålén, Per and Gummerus, Johanna (2023) ‘Conceptualizing Services and Service Innovation: A
  + Additional readings:
    - Echeverri, Per and Skålén, Per (2021) ‘Value Co-destruction: Review and Conceptualization of Interactive Value Formation’, *Marketing Theory*, 21 (2): 227-49.
    - Echeverri, Per and Skålén, Per (2011) ‘Co-creation and Co-destruction: A practice Theory Based Study of Interactive Value Formation’, *Marketing Theory*, 11(3): 351-373.
* 15-16:30: Service-Dominant Logic: Theoretical Foundations and Recent Developments. Ass. Professor Kaisa Koskela-Huotari, Stockholm School of Economics
  + Mandatory:
    - Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: an extension and update of service-dominant logic. *Journal of the Academy of Marketing Science, 44*(4), 5-23.
    - Vargo, S. L., Koskela-Huotari, K., & Vink, J. (2020). Service-Dominant Logic: Foundations and Applications. In E. Bridges & K. Fowler (Eds.), *The Routledge Handbook of Service Research Insights and Ideas* (pp. 3-23): Routledge.
  + Voluntary readings (if you find the theme interesting):
    - Vargo, S. L., Akaka, M. A., & Vaughan, C. M. (2017). Conceptualizing Value: A Service-ecosystem View. *Journal of Creating Value, 3*(2), 1-8.
    - Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing, 68*(1), 1-17.
    - Vargo, S. L., & Lusch, R. F. (2011). It's all B2B…and beyond: Toward a systems perspective of the market. *Industrial Marketing Management, 40*(2), 181-187.
    - Vargo, S. L., & Lusch, R. F. (2017). Service-dominant logic 2025. *International Journal of Research in Marketing, 34*(1), 46-67.
    - Vargo, S. L., Peters, L., Kjellberg, H., Koskela-Huotari, K., Nenonen, S., Polese, F., Sarno, D., Vaughan, C. (2023). Emergence in marketing: an institutional and ecosystem framework. *Journal of the Academy of Marketing Science, 51*(1), 2-22.
    - Wilden, R., Akaka, M. A., Karpen, I. O., & Hohberger, J. (2017). The Evolution and Prospects of Service-Dominant Logic: An Investigation of Past, Present, and Future Research. Journal of Service Research, 20(4), 345-361.
* **Seminar F on the 17th of May. Room:**
* 9:00-10:15. Digital Marketing in the Service Industry
* Prof. Mia Larson, CTF and Karlstad Business School
  + Mandatory:
    - Busca, L., & Bertrandias, L. (2020). A Framework for Digital Marketing Research: Investigating the Four Cultural Eras of Digital Marketing, *Journal of Interactive Marketing*, *49*, 1-19, ISSN 1094-9968, <https://doi.org/10.1016/j.intmar.2019.08.002>
  + Additional readings:
    - Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, C., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions, *International Journal of Information Management*, *59*, 102168, ISSN 0268-4012, <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
    - Gyimothy, S., & Larson, M. (2015). Social Media Co-Creation Strategies: the 3C:s. *Event Management. 19*(3), 331-348.
    - Gössling, S., Larson, M. & Pumputis, A. (2021). Mutual Surveillance on Airbnb. *Annals of Tourism Research*, 91, 103314.
    - Kozinets, Robert V. (2008). Technology/Ideology: How Ideological Fields Influence Consumers’ Technology Narratives. *Journal of Consumer Research*, 34(6), 865–881.
    - Lamberton, C, & Stephen, A.T. (2016). A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry. *Journal of Marketing,* *80*(6), 146-172. doi:10.1509/jm.15.0415
    - Martin, K.D., Murphy, P.E. (2017). The role of data privacy in marketing. *Journal of the Academy of Marketing Science, 45*,135–155. <https://doi.org/10.1007/s11747-016-0495-4>
    - Rangaswamy, A., Moch, N., Felten, C., van Bruggen, G.,. Wieringa, J. E., & Wirtz, J. (2020). The Role of Marketing in Digital Business Platforms, *Journal of Interactive Marketing*, 51, 72-90, ISSN 1094-9968, <https://doi.org/10.1016/j.intmar.2020.04.006>
    - Shah, D., & Murthi, B. P. S. (2021). Marketing in a data-driven digital world: Implications for the role and scope of marketing, Journal of Business Research, 125, 772-779,
    - <https://doi.org/10.1016/j.jbusres.2020.06.062>
    - Sheth, J., & Kellstadt, C. H. (2021). Next frontiers of research in data driven marketing: Will techniques keep up with data tsunami? *Journal of Business Research, 125*, 780-784, ISSN 0148-2963, <https://doi.org/10.1016/j.jbusres.2020.04.050>.
* 10:30-12:00. Platformization and innovation. Ph.D Siri Jagstedt & Prof. Peter Magnusson, CTF and Karlstad Business School
  + Mandatory:
    - Magnusson, P. R. 2009. Exploring the contributions of involving ordinary users in ideation of technology-based services. Journal of Product Innovation Management, 26 (5): 578–93.
  + Additional readings:
    - Rajala, R., Brax, S.A., Virtanen, A. and Salonen, A. (2019), "The next phase in servitization: transforming integrated solutions into modular solutions", International Journal of Operations & Production Management, Vol. 39 No. 5, pp. 630-657.
* 13:00-14:00. Service system transformation in manufacturing firms – A servitization perspective. Ph.D Nina Löfberg & Ph.D Maria Åkesson, CTF and Karlstad Business School.
  + Mandatory:
    - Favoretto, C., Mendes, G. H., Oliveira, M. G., Cauchick-Miguel, P. A., & Coreynen, W. (2022). From servitization to digital servitization: How digitalization transforms companies' transition towardsservices. *Industrial marketing management*, *102*, 104-121.
  + Preparations**:** 
    - Read the article. Servitization and digitalization have affected product companies and their business models. Reflect upon the implications for theory and practice. Be prepare to discuss this at the seminar.
  + Additional readings:
    - Gebauer, H., Paiola, M., Saccani, N., & Rapaccini, M. (2021). Digital servitization:Crossing the perspectives of digitization and servitization. *Industrial Marketing Management*, *93*, 382-388.
* 14:15-15:30. Alternative perspectives on Service marketing and management. Ass. Prof Anna FyrbgergYngfalk & Ass. Prof Markus Fellesson, CTF and Karlstad Business School
  + Mandatory:
    - Good, L., & Cooper, R. (2016). ‘But it's your job to be friendly’: Employees coping with and contesting sexual harassment from customers in the service sector. *Gender, Work & Organization*, *23*(5), 447-469.
    - Grzelec, A. (2022). Doing gender equality and undoing gender inequality—A practice theory perspective. *Gender, Work & Organization*.
  + Additional readings:
    - Fischer, E. (2015).  Towards more marketing research on gender inequality. *Journal of Marketing Management*, *31*(15-16), 1718-1722.
    - Eriksson‐Zetterquist, U., & Renemark, D. (2016). Can changes to gender equality be sustained?. *Gender, Work & Organization*, *23*(4), 363-378.
    - Abrahamsson, L. (2014). Gender and the modern organization, ten years after. *Nordic journal of working life studies*, *4*(4), 109-136.
    - Eriksson-Zetterquist, U., & Sundin, E. (2012). *Genusperspektiv på företagsekonomi*.
    - <http://www.genus.se/wp-content/uploads/Genusperspektiv-pa-foretagsekonomi.pdf>
    - Hadjisolomou, A. (2021). Doing and negotiating transgender on the front line: customer abuse, transphobia and stigma in the food retail sector. *Work, Employment and Society*, *35*(5), 979-988.

**Module 4: online Zoom seminar, 14th of June, 10:15-16:00. Zoom-link:** <https://uu-se.zoom.us/j/68579307824>

* Work before module 4:
  + Students will be assigned a main paper to read (consisting of synthesis and personal journal diary) to read and do peer-review of roughly, about 300 words. This is to be used orally during the zoom seminar as well as submitted after the seminar. Main focus should be on the synthesize part (but all students should send in their full personal journal diary).
  + Each student should prepare questions based on their peer-review for an oral discussion during module 4 (roughly 15 minutes).
  + You are required to send in your written peer-review assignment one day after the zoom seminar.
* Structure of zoom seminar:
  + The reader of the assigned main paper summarizes the text in roughly 3-5 minutes.
  + The reader asks their questions about the text with a focus on engaging the author in a discussion, roughly 15 minutes.
  + The course leaders give time to ask questions and then the discussion open to all other listeners. Other students are allowed to ask questions.
  + The course leaders summarize insights given from the whole course.

**Appendix**

**Guiding questions for writing a personal journal (when reading articles)**

* What is the issue, question, or problem that this article/chapter deals with?
* How is it related to information technology?
* Theoretical position taken by the author(s)?
* Method used?
* Main results and contribution, and to what extent do you agree with them?
* In addition, construct roughly 3 principal questions that preferable cover the whole theme.

**Guiding questions for writing a synthesizes of your personal journal**

* How does the content of the articles contribute to your own Ph.D. project?
* How could they be applied?
* Does any of the content provide ideas for future research?