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The development, change, and transformation of Management Information Systems (MIS): A content analysis of articles published in business and marketing journals

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Abstract

The purpose of this research is to grasp the development, change, and transformation of MIS in the marketing and business world over the time. To this end, changes and trends that likely have an impact on MIS concepts, processes, and implementation were determined by reviewing the articles published in business and marketing journals. Specifically, a content analysis was conducted to (1) identify the possible trends and changes in MIS concepts and themes over the past three decades, (2) detect prevalently used research types, and (3) compare the publishing productivity of business and marketing journals about the subject of IS.

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1. Introduction

In today's dynamic world everything is changing very radically; and as the 21st century dawns, revolutionary changes are also beginning to challenge the business and marketing world. To cope with the increasing competition and uncertainty, companies need to take advantage of the information technology (IT) and information systems (IS). IS offer firms new ways of improving

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efficiency. Thus, the need for management of information is becoming the heart of marketing for the firms in order to survive in highly competitive markets.

Traditionally a marketing information system (MkIS) has been seen as a system to support the marketing management in its decision making. Talvinen classified MkIS into six groups based on the type of primary use (Talvinen, 1995). These classes are data gathering, data analysis, marketing planning, marketing decision making, implementation of marketing activities, and control. The use of MkIS allows companies external control (control of marketing environment and activities) and internal control (control of marketing effectiveness, performance against plans and personnel).

As the significance of management information systems (MIS) has been increasing, marketing and business environments have been revolutionizing through the applications of IT. Hence, the role of MIS in business and marketing has been also changing continuously due to rapid advancements in technology. The purpose of this research is to grasp the development, change, and transformation of MIS in marketing and business over time. This change in the management and implementation of IS can be examined over time through several ways. Content analysis is one of the ways to capture the change in MIS and to understand the effect of this change on marketing and business implementations.

2. Research methodology

2.1. Content analysis

There have been considerable advancements in the field of MIS over the years, and it continues to grow and develop in response to the changing needs of the business and marketing environment. Professionals and academicians are contributing and serving the field of MIS through the dissemination of their knowledge and ideas in professional journals. Thus, changes and trends that likely have an impact on MIS concepts, processes, and implementation can be determined by reviewing the articles published in journals. Content of the articles published in journals can also give us an idea about the types of research and themes that are popular during a given period. To see the evolutionary change in the field of MIS, the present study examined the content of articles published in business and marketing journals. Specifically, changes and trends in the scope of research topics over time were examined.

Content analysis is a research method that uses a set of procedures to make valid inferences from the text (Weber, 1990). Content analysis manifests the content of a communication in an objective, systematic, and quantitative manner (Kolbe & Burnett, 1991). Content analysis is an appropriate method when the phenomenon to be observed is communication, rather than behavior or a physical object (Malhotra, 1996). Although “there is no *right way* to do content analysis” (Weber, 1990), this study carefully followed the procedures recommended by the content analysis literature (Harris, 2001; Insch, Moore, & Murphy, 1997; Krippendorff, 1980; Nasir, 2004; Zimmer & Golden, 1988). Fig. 1 illustrates the procedural steps that were used in this research.

The choice of a time interval is a crucial decision in any longitudinal content analysis (Smith & Lux, 1993). Change over time is likely to be observed if a sufficiently long time interval is chosen.

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