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.

Keywords: Information management; Information systems; Marketing information system; Content analysis

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...
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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