2009/2010 Summer Session Research Scholarship

Supervisor: Tim Coltman

Project 1

Title: The Strategic Use of E-Intelligence

Project Description:
The use of electronically acquired data for the development of a firm’s strategic imperative is one of the hottest topics on the corporate agenda today. Yet we know little about the extent to which firms are successful in using electronic technology to enhance their relationships with exchange partners (e.g., suppliers and customers), to increase the efficiency of their billing and procurement systems, or to capitalise on other aspects of electronically sourced information. This project aim is to gain a deeper understanding of how and why firms are implementing sophisticated systems for the capture and exploitation of electronically sourced information—what we are coining ‘e-intelligence’.

Expected Outcome:
Over 40 interview transcripts have been collected. The purpose of this project is to train the successful student to use software such as Leximancer or NVivo to statistically interpret the data in the transcripts. The subsequent analysis will be used as the basis for high quality publications in international conferences and journals.