

# Mind the Gap and Find Common Ground: Empirical Research in Multiple Firms

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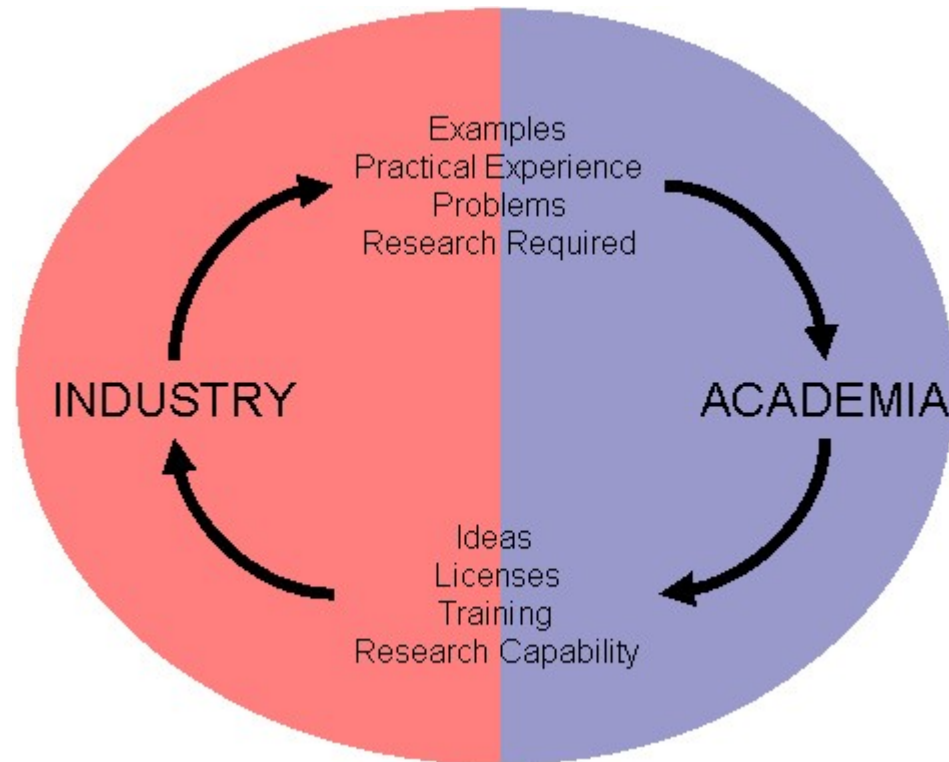
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# Agenda

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- Academia-industry collaboration
- The empirical study:  
Case study and interpretive study
- Advantages and challenges
- Discussion
- Conclusion

# Academia-industry collaboration



<http://shirahime.ch>

# In fact...

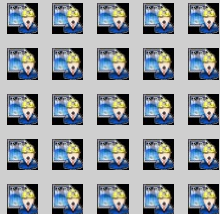
(Grossman et al. ,2001)

- The funding and resource allocation for academic research in industry has been minimal
- In firms where academic research is nascent, the concern is "to take the research and training needs of the industries more seriously"

# The empirical study

Case Study  
[Yin, 1984]  
A global IT firm

Preliminary  
questionnaires



In-depth  
interviews



Interpretive Study  
(Walsham, 1995)  
7 firms

In-depth  
interviews



# Research field and population

	<b>Questionnaires</b>	<b>Interviews</b>
Research field	A global IT management software provider	7 global companies - 5 hi-tech 1 defense systems 1 shipping industry
Research population	25 leading service architects	9 service architects, all with at least 5 years of experience
Data collection	Open questions	In-depth semi- structured interviews
Data analysis	Open coding (Strauss & Corbin, 1990)	Open coding (Strauss & Corbin, 1990)

# Advantages

- Comparing different work procedures
- Finding solution for one firm in another firm`s best practices
- The ability to decontextualize and recontextualize
- "Same old Bess in a new dress"



# Challenges

- Ethics



- Interviewer`s knowledge and expertise



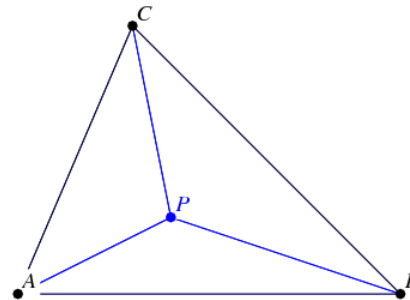
- "On the record"/"off the record" data





# Discussion

- Triangulation



- Limitations

- The additional cases were in a single country
- Restricted access to written material
- One/two interviews in each firm

# Conclusions

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- Interpretive study, especially in multiple firms, is an effective way to collect rich data from the field
- Several strategies (e.g., interviewer expertise, knowledge sharing) were found helpful in promoting collaboration
- Ethical concerns should be handled carefully, as well as their perception by the industrial collaborators

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Questions?

Thank you!