# E-BUSINESS AND MANAGEMENT SCIENCE: MUTUAL IMPACTS

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## SOURCE

Arthur M. Geoffrion and Ramayya Krishnan (2003), 'E-Business and Management Science: Mutual Impacts (Part 1 of 2)'Journal (Management Science), Vol. 49, No. 10, Special Issue on E-Business and ManagementScience (Oct., 2003), pp. 1275-1286
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## INTRODUCTION

This review critically reviews the article 'E-Business and Management Science: Mutual Impacts (Part 1 of 2)' Journal (Management Science), Vol. 49, No. 10, Special Issue on E-Business and Management Science (Oct., 2003), pp. 1275-1286

The review will first summarise the article. Secondly, it will briefly analyse the effectiveness of the article's structure, investigating how the information is set out and whether the reader can access it efficiently. Thirdly, the review will critique the article, evaluating its authority, currency, accuracy, objectivity and coverage. The review will also analyse the graph before finally judging the article's accessibility and credibility. Overall the article was well written, clear and relevant.

## ARTICLE SUMMARY

The purpose of the article seeks to begin a two-part commentary on management science and e-business, the theme of this two-part special issue. After explaining the topical clusters that give organization to both parts, the authors pose two key questions concerning the impact of the emerging digital economy on management science research: What fundamentally new research questions arise, and what kind of research enables progress on them. They sketch the papers appearing in this part from the perspective of both these questions, and offer summary comments on the first question based on the papers in both parts. The principal conclusion is that the digital economy is giving birth to new research questions in three main ways (not all independent): by enabling and popularizing several types of technology-mediated interactions, by spawning large-scale digital data sources, and by creating recurring operational decisions that need to be automated.A survey was conducted by calling for proposals for papers. The authors especially encouraged survey papers as a way to organize and provide perspective for broad swaths of research. Out of the 120 papers that arrived, 27 were selected for development into full papers. The 16 survivors (10 surveys and 6 original research contributions) went through many rounds of triple refereeing and editorial scrutiny by the authors and by six other associate editors, and appear in not one issue as originally

planned but two. The topical span of the sixteen papers is quite broad, with two natural clusters

## ARTICLE STRUCTURE

The article was introduced with an abstract, which provided the stance or thesis developed by the article as well as a brief overview of main points. The rationales for the article and for the research it describes were also included. The paragraphs in the body were short and therefore the information in each paragraph was easy to access, however there were six bodyheadings, which meant that there was a lot of quite detailed information contained under each heading. As the article described a research study that was conducted by the authors, the article's structure was logically developed overall, with the use of short paragraphs helping the reader access the main points more easily. The methodology as well as the data collection, result and analysis techniques were also stated.

The discussion of the findings and conclusions were developed towards the end of the article, however, the article lack comprehensive summary of the main points covered by the article References were cited in-text and set out clearly in the literature cited section. Acknowledgement was also given to those that made the work successful. The article was inform of downloadable PDF document.

## ARTICLE CRITIQUE

### *AUTHORITY*

The journal, the 'Value creation in eBusiness: Exploring the impacts of internet-enabled business conduct' is a paper presented at the 16th Bled eCommerce Conference: eTransformation, Bled, Slovenia, June 9 – 11, 2003. This is a right forum where such topic is well analysed, objective and unbiased with the audience that commands authority in the field of eBusiness. The journal was found on the first page of google search and was cited 20 related articles, which makes it a credible journal.

The author's credibility was established in a number of ways.

The fact that the article was a peer reviewed article; the fact that the authors are working in an academic environment (Norwegian School of Economics and Business Administration in Norway), with provision of a well detailed long list of the author's other articles in the Reference section.

### *ACCURACY*

The source of the information in the article was a current research project as it still follows the current trend in eBusiness and management science. It was also backed up and supported by a comprehensive, relevant reference list with these sources cited in-text to support both the theoretical foundation and the research itself. The fact that the article was cited by 89 different related articles also further confirmed its accuracy.

## *CURRENCY*

The journal was produced in October 2003. The research it describes still follow the current trend in the world of eBusiness and management scienceand the article cites relevant references in the body of the text (ranging from 1992-2003) to support the claims. Therefore the article is current.

## *RELEVANCE*

This was an academic journal on an academic database as referenced in the source, which has high credibility in an academic context. It was written to inform Information System professionals, researchers and students rather than to entertain or advertise. It would be relevant to all groups but particularly any academic interested in eBusiness and management science generally, it could be a difficult article to read and understand and therefore would be less relevant to those without the knowledge of economic, business and information system.

## *OBJECTIVITY*

The information was objectively developed, well supported with a relevant research base and with all evidence acknowledged and referenced. There was no evidence of bias, for the fact **

The article acknowledged the complexity of the issues discussed in a number of ways. For example, the topical span of the sixteen papers into two natural clusters, the emergence of three general topics, and the thematic grouping of the papers.

The participants were clearly defined – a sample of 120proposals for papers were invited to participate in the survey, out of which 27 were selected for development into full papers. The 16 survivors (10 surveys and 6 original research contributions) went through many rounds of triple refereeing and editorial scrutiny.

## *STABILITY*

This articlehas its source,as an academic journal, on an academic data base (http://www.jstor.org/stable/4134006is stable as a resource.

## *ANALYSIS OF GRAPH AND TABLES*

Table 1 Thematic Organisation of Parts 1 and 2. This table shows the thematic grouping in which the collected papers falls.

Figure 1 A Process View of Research in Management Science. The figure shows the authors'adopted simplified process view of management science research: research questions arise, research work is done on those questions, and the result is research products, both intermediate and final.

## **CONCLUSION**

This review has both summarized and critically reviewed Geoffrion,A.M and Krishnan, R.'s article, 'E-Business and Management Science: Mutual Impacts (Part 1 of 2)',Journal (Management Science), Vol. 49, No. 10, Special Issue on E-Business and Management Science (Oct., 2003), pp. 1275-1286.The content, structure, strengths and limitations of the

article were analyzed and critiqued. The article has contributed to the literature in terms of its valuable critique of current research study on value creation in eBusinessand management science by exploring the mutual impact.

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