



**Maynooth
University**
National University
of Ireland Maynooth

School of Business Research Seminar Series 2018-2019

“IS Research: From Practice to Theory, and Back Again”

Dr Iris Junglas

Date: Wednesday, 5 December 2018

Time: 12:00pm

Venue: John Hume Board Room, John Hume Building

Paper Abstract

Using two research studies, Iris will talk about some trials and tribulations on how to move from a practitioner project to an academic study.

One research study will explore textual analytics as its object. The practitioner portion will showcase how textual analytics aided an organization in improving its customer service management; the academic portion will promote textual analytics as a valuable tool for the IS discipline.

The second research study will delve into the Internet of Things (IoT). Here, the practitioner portion will briefly allude to the wealth of initiatives out there; the academic portion will infer how those initiatives inform a new way of thinking, and possibly new theories, in the IS discipline. The overall objective of the talk is to showcase how practice can inspire theory and method, and vice versa.

About the Speaker

Dr Iris Junglas is an Associate Professor in the Department of Business Analytics, Information Systems and Supply Chain at the Florida State University and is a Fulbright Research Scholar at the School of Business.

Iris has a Ph.D. in Management Information Systems from the University of Georgia and a Master's Degree in Computer Science from the University of Koblenz, Germany. Prior to joining FSU, Iris worked at PricewaterhouseCoopers, the University of Houston, and most recently the Institute for High Performance at Accenture. Iris has also held visiting positions at various Universities in Strasbourg, France, and Switzerland.

Iris is a Senior Associate Editor of the *European Journal of Information Systems*, one of the leading journals in her discipline, and serves on the editorial boards of the *Journal of Strategic Information Systems*, *Management Information Systems Quarterly Executive* and the *Communications of the Association of Information Systems*.

Iris work has been published in outlets including the *European Journal of Information Systems*, *Information Systems Journal*, *Journal of the Association of Information Systems*, *Journal of Strategic Information Systems* and *Management Information Systems Quarterly*.

To RSVP, please email business@mu.ie