

# THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

## Departmental Research Seminar

### A DNA Helix Analogy for Interdependent Mixed-Methods Research: Enabling Cross-Fertilizations and Interim Meta-Inferences By



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**Date : 7 Mar 2024 (THU)**  
**Time : 10:30 am – 12 noon**  
**Venue : GH120c**

#### Abstract

Mixed methods enable a more integrated understanding of the phenomena we study. Thus, they gain in popularity even though they are more complex to plan and execute. This presentation is based on an in-progress paper, focusing on concurrent mixed-methods designs, which remain underrepresented in information systems research. We extend the prevailing templates and argue that the different research strands (e.g., qualitative, quantitative, computational, or other) that unfold in parallel need not be independent. Rather, as they run concurrently, they can interact and inform each other through an ongoing cross-fertilization, offering the opportunity for enhanced validation and deeper research insights. We propose a DNA helix analogy to enable and enhance the conceptualization of such interdependent mixed-methods research. We further explain the mechanism through which the different research strands interact in an ongoing cross-fertilization, and how interim meta-inferences may be continuously and incrementally drawn, (re)shaping how each research strand evolves. We present a roadmap for this type of research in the form of a flow diagram. We then draw on our research on cloud adoption to show how an interdependent study may evolve and further validate our proposed design with interviews with junior and experienced researchers engaged in mixed-methods research. We conclude with a set of principles to guide interdependent mixed-methods research and present their practical implications.

**Prof. Nancy Pouloudi** is a Professor of Information Systems Management in the Department of Management Science and Technology at the Athens University of Economics and Business, Greece. She is the current President of the Association for Information Systems (AIS), where she had previously served as Region 2 (Europe/Middle East/Africa) Representative (2010-2013). She holds a PhD in Information Systems from the London School of Economics. Her research focuses on organizational and social issues in information systems adoption and implementation. She is a member of the Editorial Boards of the *Journal of the AIS*, *European Journal of Information Systems* (as Senior Editor), *Information & Management*, *Health Policy & Technology*, and the *International Journal of Society, Information, Communication & Ethics*. She has served on the Committees of the European (ECIS) and the Mediterranean (MCIS) Conference on Information Systems. Her service has been recognized by the 2016 AIS Sandra Slaughter Service Award and the 2020 AIS Technology Challenge Award.

**All interested are welcome.**



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