

**Title: Fuzzy-set Qualitative Comparative Analysis (fsQCA): Guidelines for research practice in Information Systems and marketing**

**Speaker: Ilias Pappas, University of Agder, Norway**

**Area: IS**

**Date: 19.12.2023, Venue: P11 @ 2.30PM**

**Abstract:**

The increasing interest in fuzzy-set Qualitative Comparative Analysis (fsQCA) in Information Systems and marketing raised the need for a tutorial paper that discusses the basic concepts and principles of the method, provide answers to typical questions that editors, reviewers, and authors would have when dealing with a new tool of analysis, and practically guide researchers on how to employ fsQCA. In our recent tutorial paper (Pappas & Woodside, 2021) we offer a detailed step-by-step guide on how to employ fsQCA by using as an example an already published study.

In this talk Prof. Pappas will offer an introduction into the method along with an overview on the basic steps.

Pappas, I. O., & Woodside, A. G. (2021). Fuzzy-set Qualitative Comparative Analysis (fsQCA): Guidelines for research practice in Information Systems and marketing. *International Journal of Information Management*, 58, 102310. <https://doi.org/10.1016/j.ijinfomgt.2021.102310> (Open Access)

**Speaker Profile:**



**Ilias Pappas** is a Professor of Information Systems at University of Agder (UiA) and the Norwegian University of Science and Technology, both in Norway. His current research activities are within the area of Human-Centered AI (HCAI) leading the HCAI group at UiA ([hcai.uia.no](http://hcai.uia.no)). He has been actively working in the areas of data science and digital transformation, social innovation and social change, user experience in different contexts, as well as digital marketing, e-services, and information technology adoption. He has worked

on several research projects funded by diverse sources like the European Commission, The Research Council of Norway, and the Norwegian Labour and Welfare Administration. Collaboration with both private and public organisations has been key in all of them. Pappas has published over 100 articles in peer reviewed journals and conferences. He has been a Guest Editor for various journals (e.g., ISF, IJIM, IT&P, I&M, TFSC) and serves as an Associate Editor for several IS journals. Pappas is a recipient of ERCIM and Marie Skłodowska-Curie fellowships.

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