623:445 Term Project Instructions
Position Paper on Issues in Ecommerce

Goal: Your term project should define, describe, and explain an issue discussed in one of the brief articles in our textbook (typically called an "Insight"). You will need to choose a side of the argument and defend your position. You will be elaborating on the subject of the article and explain its relationship to business, technology and/or society.

You will be choosing your article at the beginning of the semester. During the semester, you will give a brief PowerPoint presentation providing an overview of the issue discussed in your assigned article during the semester. After some careful research, you should take a position on the issue discussed in your assigned "Insight" article, and defend it in your position paper.

1   Your paper should be double-spaced, (2,500-3,000 words including references). In addition to the references listed in your assigned article in the book, you should include three or four (3 or 4) additional references to articles in scholarly and practitioner journals, cited throughout the paper that support your position.

2. The position paper is intended to demonstrate your capability to research an issue of importance in ecommerce, take an informed position on the issue, and write an original position paper that defends your position as you show its relevance to researchers and managers. Your words are important. Do not copy and paste the words of other people.

3. You will be choosing a brief article from our textbook and will be assigned a day to present a brief synopsis of that article for the class for the class. See the Presentation Guidelines on www.thekendalls.org for more details.

Examples of Scholarly MIS and Ecommerce Journals. There are several journals that you can consult and include in your references. The top ones include:

MIS Quarterly
Information Systems Research (ISR)
Journal of the AIS (JAIS)
Communications of the Association for information Systems (CAIS)
Communications of the ACM
Decision Sciences
Decision Support Systems
Journal of Management Information Systems
Journal of the ACM
Information & Management
Information Resource Management Journal
International Journal of Ecommerce

Style. Your paper should be, double-spaced, including diagrams, printouts, and screen captures. Use APA (American Psychological Association) style. There is a link to the Purdue OWL website at www.thekendalls.org that can help you with the guidelines. Be sure to number all of your pages. Keep typing. Do not begin a section on a new page. The Abstract is an exception. It appears on its own page.

Title Page (The title should describe the specific ecommerce issue you have written about. Also type your name, 623:52:445 and date)

Use the following headings in your report:

- **Abstract** (50-100 words on a separate page). This provides a brief statement of the issue, your research methods, and your conclusion.

- **Introduction** (about 1 page). This section elaborates on the issue that you are studying, states why it is important to study this issue, details your research methods, and previews the remainder of the paper.

- **Overview of Ecommerce Issue** (about 1 page.) Use the facts you developed in your individual presentation to present the big picture.

- **Detailed Background of Specific Issue** (about 1 page). Use the material from your slide presentation as well as original reference material to develop the history, chronology, and background of your specific issue.

- **Your Position on the Issue** (about 3 pages). Using the facts and background you have developed in the previous two sections, and adding new references from your research, develop an original position on the issue. State the position, state why you feel that way, and cite references to support your position.

- **Relevance for Today's Ecommerce Researchers and Managers** (about 1 page) Discuss why this issue is critically important for ecommerce researchers and managers. Answer the question: Why should they care about this issue? Be specific.

- **Conclusion** (1 page). Review what has been accomplished in the paper. Mirror your introduction by including the issue, the research methods, and the position you took on the ecommerce issue you studied.

- **References** (1 page). Use APA style to cite your references, including the textbook citation for the "Insight article," as well as the 3-4 references you use from the library).

Grading. The paper is graded on its content (originality, accuracy and realism), contribution to the field of ecommerce, cohesiveness, depth of your argument for your position, and professional style. **The individual written Term Project must be your original work.**

You will be uploading a Microsoft Word file (.docx file) to sakai. You are not allowed to submit an Apple Pages file. Your term project is considered complete and can be assigned a grade when I receive the electronic (sakai.rutgers.edu) copy of your term project report.