Title: Conducting Design Science

Speaker: Professor Sandeep Purao from Pennsylvania State University, USA

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Chaired by: Dr Dutta, Kaushik, Associate Professor, School of Computing (dutta@comp.nus.edu.sg)

ABSTRACT:

Design science is the heretical idea that Design can be Science. Science is not only about the study of design, nor is it only about new methods or grammars for designers. The position of 'Design as Science' argues that the very act of designing and the designs produced, in fact, constitute the processes and outputs of scientific activity. Drawing on moves in different disciplines, the philosophy of science and scientific method, I will argue that such a position is defensible. The presentation will include a brief review of two projects, one being completed and the other in early stages, to describe the decisions that a designer scientist must make. By describing these choices, I will highlight important foundations that are critical prerequisites to conducting effective design science research.

BIODATA:

Sandeep Purao is Professor and Coordinator of International Programs at the College of Information Sciences and Technology, Penn State University. His research focuses on the design of complex techno-organizational systems, and the sciences of design. His work has been published in journals such as MISQ, ISR, ACM Computing Surveys, Communications of the ACM, multiple IEEE Transactions, CSCW, and JAMIA. He serves/has served on editorial boards of MIS Quarterly and Information Systems Research. His research has been funded by National Science Foundation, Industry Consortia, private Foundations and private industry. He holds a PhD in Management Information Systems from the University of Wisconsin-Milwaukee. He is a member of AIS, ACM and IEEE.