

## Research Talk Series on Digitalization

### Concurrent Design and Evaluation Framework for Design Science Research

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#### Abstract

Design science research (DSR) often takes place in a changing or even turbulent research environment, such as in research consortia, for long-running projects or in response to complex real-world phenomena. These factors can make incorporating change during the DSR process a challenge, resulting in limitations for waterfall-like processes. To provide a solution to this, this study designs a DSR method that embraces and extends the DSR methodology of Peffers et al. (2007) to include concurrent evaluation and design, as is increasingly discussed in the DSR community by authors such as Venable et al. (2016), Abraham et al. (2014), Conboy et al. (2015), and Sonnenberg and vom Brocke (2012). This proposed Concurrent Design and Evaluation Framework (CoDEF) is developed through a deductive and inductive research process with the help of previous literature, as well as interviews with other DSR researchers. Process-, outcome-, and contribution-related assessment criteria are used to evaluate and conduct expert interviews demonstrating the use of the CoDEF.

#### Speaker

Tuure Tuunanen is Professor of Information Systems in the faculty of information technology at the University of Jyväskylä. He is also a global faculty fellow of the Center for Service Leadership at Arizona State University. He holds a D.Sc. (Econ) from the Aalto University School of Business. Dr. Tuunanen's research is in the cross-sections of information systems, software engineering, and marketing and service science and he is keenly interested in multi-disciplinary research in the area of service innovation, design and development. His prior research has focused on requirements engineering, information systems development and risk management. He also does research on design science research methodologies and theory development. His current research interests lie in the area of digital and cyber physical services. Dr. Tuunanen is an associate editor for Journal of Service Research and European Journal of Information Systems. He is also a founding associate editor of the design science research section in Communications of the AIS. In addition, he is a member of the editorial boards of Service Science, Journal of the AIS, and Journal of Strategic Information Systems.

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Location: KD2 Lab, Fritz-Erler-Str. 1-3, Karlsruhe  
Hosts of this talk: Prof. Dr. Gerhard Satzger (KSRI),  
Prof. Dr. Alexander Mädche (IISM, KSRI)

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