Research Proposal Presentation:

Use of Information Systems to Transform Small Businesses in France

[Opening Slide] Project Title:

Utilizing Information Systems for Small Business Transformation in France

[Slide 1] Introduction and Significance:

This slide will include:

I.   Introduction to the project's focus on using information systems for small business transformation.

II. Significance of the project in the context of digitalization and economic development in France.

III. Contribution to the discipline by addressing the practical challenges faced by small businesses.

[Slide 2] Research Problem:

This slide will include:

I.   Identifying the research problem: How can information systems be effectively utilized to transform and elevate small businesses in France?

II.   Explanation of the gap in the current literature regarding comprehensive strategies for IS implementation in small businesses.

[Slide 3] Research Question:

"How can the strategic implementation of information systems lead to the transformation and growth of small businesses in France?"

[Slide 4] Aims and Objectives:

This slide will:

I.   Review existing literature to understand the role of Information Systems in business transformation.

II.   Analyse the current landscape of information systems adoption among small businesses in France.

III.   Identify the key challenges and barriers faced by small businesses in adopting information systems.

IV.   Develop a strategic framework for implementing information systems to drive transformation in small businesses.

V.   Evaluate the impact (outcomes and benefits) of information systems implementation on small business performance and growth.

[Slide 5] Key Literature:

This slide will include:

I. Overview of the relevant literature:

II. Studies on information systems adoption in small businesses, including case studies that highlight successful IS implementation.

III. Research on digital transformation and its effects on business processes.

IV. Literature exploring challenges and opportunities specific to the French small business environment.

[Slide 6] Methodology and Research Design:

This slide will include:

I. Explanation of the chosen research methodology, whereby, mixed-methods approach will be used (Quantitative data will be collected through surveys to assess the current usage of Information Systems among small businesses. Qualitative data will be gathered through in-depth interviews with business owners to understand their perspectives, challenges, and expectations).

II. Description of data collection methods, including surveys (online with open and closed ended questions), interviews (followed by follow up questions), and case studies.

III. Discussion of data analysis techniques, such as qualitative content analysis and statistical analysis.

[Slide 7] Ethical Considerations and Risk Assessment:

This slide will include:

I.   Addressing ethical considerations in the research process, including data privacy (GDPR) and informed consent.

II. Discussion of potential risks (potential biases, misinterpretation of responses, etc) and mitigation strategies (transparent data analysis, rigorous validation, etc), ensuring the ethical approval application is thorough and comprehensive.

[Slide 8] Description of Artefact(s):

This slide will include:

I.   Explanation of any artefact(s) that will be created as part of the research, such as case studies, toolkits, best practice(s), guide for small businesses in France to implement information systems.

[Slide 9] Timeline of Proposed Activities:

This slide will include:

I.   Visual representation of the project timeline, including key milestones:

II.   Literature review and synthesis.

III. Data collection and analysis.

IV.   Artefact development (if applicable).

V.   Writing and finalizing the research proposal.

[Slide 10] Conclusion:

This slide will include:

    I.   Recap of the project's focus on utilizing information systems for small business transformation in France.

    II.   Emphasis on the project's potential impact on small businesses and the broader economic landscape.

[Closing Slide] References:

This slide will include the reference list.

[End of Presentation]