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Resumo

No mundo actual a importância dos Sistemas de Informação na infra-estrutura sócio-económica torna relevante o estudo deste mercado. Esta tese procurou facilitar tanto do lado da oferta, através do feedback de alguns dos principais fornecedores de software, como do consumidor, através do estudo de uma amostra de empresas. Foram objecto de estudo os Sistemas Operativos e Office Suites para computadores pessoais e a análise da concorrência entre os Software Open Source e o Software Proprietário, embora as hipóteses e conclusões da tese possam estender-se a outras categorias de software. Do lado da oferta conclui-se que na competição entre os dois modelos de negocião, Software Open Source e o Software Proprietário, ambos podem criar inovação e garantir a sobrevivência no mercado das empresas que se baseiam nos mesmos. Do lado do consumidor conclui-se que neste mercado outros factores para além da imagem da marca, características do produto ou preço têm influência nas decisões de compra. Factores como o efeito de rede, custos de mudança ou lock-in influenciam a decisão de compra preexistindo o incumprimento e diminuindo o nível concorrencial do mercado, tornando mais difícil às alternativas concorrerem mercado ao incumprimento apenas com base na oferta e preço.

Keywords: Sistemas de Informação, Open Source Software, Efeito de Rede, Custos de Mudança, Análise Concorrencial, Decisão de Compra de Sistemas de Informação
In the global market, the importance of the Information Systems in the economic infrastructure becomes vital. The study of the market's dynamics is crucial. The analysis of Open Source Software and Proprietary Software, although their benefits and challenges may differ, is essential. Our study found that Open Source Software can reduce costs and improve the competitiveness of the market, making it difficult for proprietary software to compete. We concluded that businesses must adapt to the shift in the market and consider the advantages of Open Source Software. The survival of companies in this market depends on the balance between software costs and benefits. Hence, businesses must continually explore innovative strategies to ensure their survival in the global market. The efficiency of the Open Source Software model can provide insights into the potential for increased market competitiveness and innovation.