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I dedicate this PhD thesis to you.

Resumo

No mundo actual a importância dos Sistemas de Informação na infra-estrutura sócio-económica torna relevante o estudo deste mercado. Esta tese procurou fazê-lo tanto do lado da oferta, através do feedback de alguns dos principais fornecedores de software, como da procura, 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 o 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 concluiu-se que na competição entre dois modelos de negócio, 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 da procura concluiu-se que neste mercado outros factores para além da imagem de 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 protegendo o incumbente e diminuindo o nível concorrencial do mercado, tornando mais difícil às alternativas concorrenciais conquistarem mercado ao incumbente 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

Abstract

In the actual world with the importance of the Information Systems in the socio-economic infrastructure, becomes relevant the study of this market. This thesis tried it, on the supply side through the feedback of some of the main software suppliers and on the demand side through the study of a sample of companies. The subject of study was the Operating Systems and Office Suites for personal computers and the analysis of competition between Open Source Software and Proprietary Software, although the thesis hypotheses and conclusions may extend to other software categories. On the market supply side we concluded that in the competition between two business models, Open Source Software and Proprietary Software, both can create innovation and ensure the survival in the market of the companies that use these business models. On the demand side, we concluded that in this market factors other than brand image, product features or price have influence in the purchasing decision. Factors like network effects, switching costs or lock-in have influence in the buying decision protecting the incumbent and decreasing the market competition level, making it difficult for the competitive alternatives based only on offer and price to gain market share to the incumbent.

Keywords: Information Systems, Open Source Software, Network Effects, Switching Costs, Competition Analysis, Information Systems Buying Decision

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