

# Gmunden Retreat on NeuroIS 2013

Gmunden, Austria | June 1-4, 2013 | [www.NeuroIS.org](http://www.NeuroIS.org)

*Fred Davis, René Riedl, Jan vom Brocke, Pierre-Majorique Léger, Adriane Randolph*  
(Organizing Committee)

## BACKGROUND

NeuroIS is an emerging field in Information Systems (IS) that makes use of neuroscience and neurophysiological tools and theories to better understand the development, adoption, and impact of information and communication technologies (ICT). The *Gmunden Retreat on NeuroIS* is a leading conference for presenting research and development projects at the nexus of IS and neurobiology. This annual academic conference is taking place in June, with the objective to promote the successful development of the NeuroIS field. The conference activities are primarily delivered by and for academics, though many works have a professional orientation. The event is taking place in Gmunden, Austria, a much frequented health and summer resort providing an inspiring environment for the retreat.

In 2009, the inaugural conference was organized, the *Gmunden Retreat on the Foundations of NeuroIS*. Two articles, Riedl et al. (*Communications of the AIS*, 2010) and Dimoka et al. (*MIS Quarterly*, 2012) summarize important discussions of the inaugural conference. Established on an annual basis, further *Gmunden Retreats on NeuroIS* took place in 2010, 2011, and 2012.

## CALL FOR PARTICIPATION

The NeuroIS community is becoming larger and larger. IS scholars and scientists in related fields of research increasingly want to enlarge their knowledge on the neurobiology underlying human behavior. Moreover, they are looking for academic platforms to exchange their ideas and discuss their studies.

The *Gmunden Retreat on NeuroIS* seeks to stimulate these discussions. The conference is best characterized by its “workshop atmosphere.” Specifically, the organizing committee welcomes not only completed research, but also work in progress. A major goal is to provide feedback for scholars to advance their works. Hence, a typical presentation lasts 20 minutes, followed by a discussion of 10 minutes. The feedback is generated in discussions among the participants, some of which are also brain scientists and scholars from related disciplines (e.g., biological psychology, neuroeconomics, as well as cognitive neuroscience).

We would like to invite both scientists and practitioners with a background in academic research and development to participate at the *Gmunden Retreat on NeuroIS 2013*.

If you are interested in presenting your research or development project, please submit a title, an abstract of no more than one page, as well as the names and institutions of all authors involved in the project to [info@NeuroIS.org](mailto:info@NeuroIS.org). It is also possible to submit proposals for a panel discussion. If you are interested, please submit a title, a short description of no more than one page, as well as the names and institutions of all panelists.

Please use the *submission template* provided at [www.NeuroIS.org](http://www.NeuroIS.org). English is the language of the conference and of all submissions.

❖ **Extended submission deadline: March 1, 2013.**

❖ **Notification about acceptance: March 15, 2013.**

Accepted abstracts will be published in an electronic booklet, which will be posted on [www.NeuroIS.org](http://www.NeuroIS.org). Authors retain full copyright of their works. In submitting an abstract, the authors affirm that, if accepted, at least one author will register for the *Gmunden Retreat on NeuroIS 2013* and appear at the conference to present the work. In case of the acceptance of a panel discussion, all panelists must register.

## POSSIBLE NEUROIS TOPICS

NeuroIS is a scientific field which aims to promote the interdisciplinary collaborations on topics lying at the intersection of IS research and neurophysiology and the brain sciences. Specifically, NeuroIS comprises conceptual and empirical works, as well as theoretical and design science research. It includes research based on all types of neuroscience and neurophysiological methods, spanning the following techniques, among others: functional magnetic resonance imaging (fMRI), electroencephalography (EEG), transcranial magnetic stimulation, near infrared spectroscopy, brain lesion studies, quantitative and molecular genetics, hormone assessments, galvanic skin response, heart rate, eye-tracking, and facial electromyography.

Contributions may address the following topics, among others:

- ❖ application of neuroscience and neurophysiological theories and concepts to advance IS theorizing,
- ❖ employment of neuroscience and neurophysiological methods to study IS phenomena,
- ❖ identification of the neural correlates of IS constructs based on neuroscience methods,
- ❖ software prototypes of NeuroIS applications, which use bio-signals (e.g., EEG, skin conductance, pupil dilation) as system input,
- ❖ discussion of methodological and ethical issues in NeuroIS research, and
- ❖ evaluation of the status of the NeuroIS field.

## DR. HERMANN ZEMLICKA AWARD



The NeuroIS community lost a visionary thinker. Dr. Hermann Zemlicka, who was an Austrian politician, member of the Gmunden City Council, and an entrepreneur, passed away at age 55 in June 2012. Dr. Hermann Zemlicka significantly contributed to the establishment of academic activities in Gmunden. Specifically, he was one of the major supporters of the “NeuroIS idea,” and he helped to establish the *Gmunden Retreat on NeuroIS*. Without his visionary support, it would not have been possible to bring this conference into being. In memoriam of this outstanding person, the DR. HERMANN ZEMLICKA AWARD will be given to “the most visionary paper.” The paper will be selected by the organizing committee.

## AGENDA (TENTATIVE)

### June 1

**Tutorial** 10:00-17:00

### EEG as a Research Tool for NeuroIS

**Gernot Müller-Putz**

*Head of Institute for Knowledge Discovery  
Laboratory of Brain-Computer Interfaces  
Graz University of Technology, Austria*

Since 1929, when Hans Berger published his first description, the EEG has become the main source of information for gaining insights into the brain. Although modern imaging techniques such as functional magnetic resonance imaging (fMRI) have brought many new insights into the function of the brain, the EEG has a key advantage which cannot be beaten; the very high

temporal resolution. During this tutorial basic knowledge of the development of the EEG and evoked and event-related changes in the on-going EEG will be discussed. Specific paradigms which could be used in NeuroIS research are presented. Additionally, a short hands-on demonstration is given.

Lunch, refreshments, coffee, and tea will be served during the tutorial.

*Welcome Reception* 19:00-22:00  
*(Orther Stub'n, Schloss Orth)*

Cocktail hour followed by dinner, welcome remarks by Fred Davis and representatives of the Town of Gmunden.

### June 2

Session 1 9:00-11:00 *Opening & Paper session*

9:00-9:30 Notes on the NeuroIS Field  
*René Riedl*

9:30-11:00 *Paper session*

*Coffee Break* 11:00-11:30

Session 2 11:30-13:00 *Paper session*

*Lunch* 13:00-14:00

Session 3 14:00-15:30 **Panel discussion**

*Coffee Break* 15:30-16:00

Session 4 16:00-17:30 *Paper session*

*Social Event* 19:00-22:00

*Boat trip on Lake Traunsee with dinner*

### June 3

Session 5 9:00-10:30 *Paper session*

*Coffee Break* 10:30-11:00

Session 6 11:00-12:30

11:00-12:30 **Keynote Speech I**

### New Developments in NeuroIS: The Power of the Genes



**Martin Reuter**

*Head of Differential and Biological Psychology  
Director of the Center for Economics and Neuroscience  
University of Bonn, Germany*

Discussion of Keynote Speech I  
Moderator: *Pierre-Majorique Léger*

*Lunch 12:30-13:30*

*Session 7 13:30-15:00 Paper session*

*Coffee Break 15:00-15:30*

*Session 8 15:30-17:30 Paper session*

*Dinner 19:00-22:00*

*Dinner on mountain Grünberg*

*Handover of the Dr. Hermann Zemlicka Award.*

## June 4

*Session 9 9:00-10:30*

9:00-10:30 **Keynote Speech II**

**Embedding Brain-Computer Interfacing (BCI) Research in Human-Computer Interaction Using BCI Games**



**Anton Nijholt**

*Professor in the Human Media Interaction research group of the University of Twente, The Netherlands*

Discussion of Keynote Speech II  
Moderator: *Adriane Randolph*

*Coffee Break 10:30-11:00*

*Session 10 11:00-13:00 Paper session*

13:00-13:30 Summary, Conclusions, and Outlook  
*René Riedl*

## VENUE

Schloss Orth, Gmunden, one of the most beautiful small castles in Austria, situated in the Lake Traunsee, is the venue.



## REGISTRATION

The registration fee is Euro 300 (for researchers working for non-profit organizations such as universities) and includes the welcome reception (June 1), social event (June 2), dinner (June 3), lunch (June 2 and 3), and coffee breaks (June 2, 3, and 4). The extra cost for the tutorial (June 1) is Euro 100 (for researchers working for non-profit organizations such as universities) and includes lunch, refreshments, coffee, and tea (voluntary participation). Please follow the registration instructions provided at [www.NeuroIS.org](http://www.NeuroIS.org). Registration starts in March.

Guest tickets will be available for an additional fee for the evening events on June 1, 2, and 3. Please send corresponding requests to [info@NeuroIS.org](mailto:info@NeuroIS.org).

## ORGANIZER

Johannes Kepler University Linz  
Department of Business Informatics  
Information Engineering  
Altenberger Strasse 69  
4040 Linz, Austria

## CANCELLATION POLICY

Request for refund must be in writing via e-mail to [sabine.aufreiter@jku.at](mailto:sabine.aufreiter@jku.at), and is subject to the following schedule: received by May 10, 2013, full refund less Euro 30 administrative fee; cancellations received later will not be accepted, the registrant will be liable for the full conference registration fee. Substitutions are permitted.

## LOGISTICS

Participants are responsible for booking accommodation directly with the hotels. Please find below a selection of hotels and guesthouses (see also [www.traunsee.at](http://www.traunsee.at)).

A cost-free shuttle service that brings participants from the *listed hotels* to the venue (morning), and from the venue back to the hotels (evening) will be provided. This service includes transportation to and from locations of the evening events on June 1, 2, and 3.

### Landhotel Grünberg

Traunsteinstrasse 109  
4810 Gmunden, Austria  
Phone: +43 7612 77700  
E-Mail: [hotel@gruenberg.at](mailto:hotel@gruenberg.at)  
Internet: <http://www.gruenberg.at/>

### Hotel Steinmaurer

Traunsteinstrasse 23  
4810 Gmunden, Austria  
Phone: +43 7612 70488  
E-Mail: [info@steinmaurer.at](mailto:info@steinmaurer.at)  
Internet: <http://www.steinmaurer.at/>

### Hotel Esplanade

Kursaalgasse 5  
4810 Gmunden, Austria  
Phone: +43 7612 7192599  
E-Mail: [info@esplanade.at](mailto:info@esplanade.at)  
Internet: <http://www.esplanade.at/>

### Hotel Magerl

Ackerweg 18  
4810 Gmunden, Austria  
Phone: +43 7612 63675  
E-Mail: [pension.magerl@traunseenet.at](mailto:pension.magerl@traunseenet.at)  
Internet: <http://www.pension-magerl.at/>

### Hotel Engelhof

Engelhofstrasse 1  
4810 Gmunden, Austria  
Phone: +43 7612 64892  
E-Mail: [bergthaler@engelhof.at](mailto:bergthaler@engelhof.at)  
Internet: <http://www.engelhof.at/>

### Hotel Goldener Brunnen

Traungasse 10  
4810 Gmunden, Austria  
Phone: +43 7612 64431  
E-Mail: [office@goldenerbrunnen.at](mailto:office@goldenerbrunnen.at)  
Internet: <http://www.goldenerbrunnen.at/>

### Hotel Schwan

Rathausplatz 8  
4810 Gmunden, Austria  
Phone: +43 7612 63391  
E-Mail: [noestlingerschwan@direkt.at](mailto:noestlingerschwan@direkt.at)  
Internet: <http://www.seehotel-schwan.at/>

### Schlosshotel Freisitz Roith

(currently not available)  
Traunsteinstrasse 87  
4810 Gmunden, Austria  
Phone: +43 7612 64905  
E-Mail: [info@freisitzroith.at](mailto:info@freisitzroith.at)  
Internet: <http://www.freisitzroith.at/>

### The following airports are close to Gmunden:

- ❖ Blue Danube Airport Linz: 75 km
- ❖ Salzburg Airport W.A. Mozart: 90 km
- ❖ Vienna International Airport Schwechat: 260 km
- ❖ Munich Airport Franz-Joseph-Strauss: 260 Km

The shuttle company *SMS* offers a service that could bring you from your airport to the hotel in Gmunden. Please contact the company to get information about prices.

### SMS - Ihr Flughafentransfer

Wasserfeldstraße 24a  
5020 Salzburg, Austria  
Phone: +43 662 81 61-0  
E-Mail: [sms@flughafentransfer.at](mailto:sms@flughafentransfer.at)  
Internet: <http://www.flughafentransfer.at/>

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## Sponsors



NeuroIS.org



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Local Arrangement Chair:  
Associate Professor Dr. René Riedl  
Johannes Kepler University Linz, Austria

Questions: [rene.riedl@jku.at](mailto:rene.riedl@jku.at)  
More information about NeuroIS: [www.NeuroIS.org](http://www.NeuroIS.org)  
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