

Gmunden Retreat on NeuroIS 2015

— Call for Papers —

Gmunden, Austria | June 1-3, 2015 | www.NeuroIS.org

ORGANIZING COMMITTEE

Conference Co-Chairs: Fred Davis and René Riedl

Program Co-Chairs: Jan vom Brocke, Pierre-Majorique Léger, and Adriane Randolph

Program Committee: Marc Adam, Bonnie Anderson, Glenn Browne, Samir Chatterjee, Patrick Chau, Ana de Guinea Ortiz, Robert Gleasure, Armin Heinzl, Alan Hevner, Marco Hubert, Peter Kenning, Sven Laumer, Ting-Peng Liang, Aleck Lin, Javed Mostafa, Gernot Müller-Putz, Tillmann Neben, Fiona Nah, Jella Pfeiffer, Martin Reuter, Sylvain Sénécal, Stefan Tams, Lars Taxén, Ryad Titah, Anthony Vance, Eric Walden, Peter Walla, Bernd Weber, Selina Wriessnegger

BACKGROUND

NeuroIS is a 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. The *Gmunden Retreat on NeuroIS* is a leading academic conference for presenting research and development projects at the nexus of IS and neurobiology. This annual conference has the objective to promote the successful development of the NeuroIS field. The conference activities are primarily delivered by and for academics, though works often 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. Established on an annual basis, further conferences took place from 2010-2014.

CALL FOR PAPERS

The NeuroIS community is growing, and IS scholars and scientists in related fields of research increasingly want to advance knowledge on the neurobiology underlying human behaviour, including knowledge on methods and tools. 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. We would like to invite scientists, as well as practitioners with a solid background in academic research, to participate at the *Gmunden Retreat on NeuroIS 2015*. If you are interested in presenting your research or development project, please submit your paper (max. 5 pages) to info@NeuroIS.org. Please use the Springer submission template provided at www.NeuroIS.org, and indicate in your submission e-mail whether the submission is completed research (regular presentation) or work-in-progress (poster presentation). Upon submission of a paper, the author, or in the case of multiple authors the corresponding author, is also required to complete, sign, and send the Springer publication authorization and copyright transfer form (provided at www.NeuroIS.org) to info@NeuroIS.org. English is the language of the conference and of all submissions.

■ **Submission deadline: March 5, 2015** ■ **Notification about acceptance: March 20, 2015**

The **conference proceedings will be published by Springer** (series “Lecture Notes in Information Systems and Organisation”), and hence all accepted papers will be available online through the SpringerLink Digital Library, readily accessible by all subscribing libraries around the world, and will be indexed by a number of corresponding services. In submitting a paper, the authors affirm that, if accepted, at least one author will register for the Gmunden Retreat on NeuroIS 2015 and appear at the conference to present the work. Submissions must be original, and they cannot have been published in another publication outlet.

POSSIBLE NEUROIS TOPICS

NeuroIS examines topics lying at the intersection of IS research and neurophysiology and the brain sciences. Specifically, NeuroIS studies comprise 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 (TMS), near infrared spectroscopy (NIRS), 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:

- employment of neuroscience and neurophysiological methods to study IS phenomena (e.g., technology adoption, mental workload, website design, flow, virtual worlds, technostress, emotions and human-computer interaction, e-commerce, social networks, information behavior, trust, IT security, usability, avatars, music and user interfaces, multitasking, memory, attention, IS design science, risk, knowledge processes, business process modeling, ERP systems),
- application of neuroscience and neurophysiological theories and concepts to advance IS theorizing,
- 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 and evaluation of the status of the NeuroIS field.

TYPES OF PAPERS

Completed studies, if empirical in nature, should have completed data analyses and documentation of results (research projects), or prototypical development of an IT artifact, including evaluation (development projects). Conceptual, theoretical, and opinion papers are also welcome. In contrast, research-in-progress describes work that is as yet incomplete, but promising. Accepted completed studies will be presented as regular talks (sessions take place on June 2 and 3), and research-in-progress papers will be presented during a poster session (June 3). Both completed studies and research-in-progress will appear in the proceedings, published by Springer in the series “Lecture Notes in Information Systems and Organisation”, and for both types of papers the maximum length is 5 pages. Authors of accepted research-in-progress papers are required to bring posters to the retreat.

FAST TRACK PUBLICATION

This conference is supported by the academic journals *Business & Information Systems Engineering*, *DATA BASE for Advances in Information Systems*, and *Journal of Information Technology Theory and Application*. The authors of the best research papers will be invited to submit full paper versions to the journals through a fast track review process. Journal selection mainly depends on the specific focus of a paper. Descriptions of the journals and editorial statements can be found on the following websites: *Business & Information Systems Engineering* (<http://www.bise-journal.com/>), *DATA BASE for Advances in Information Systems* (<http://sigmis.org/the-data-base/>), *Journal of Information Technology Theory and Application* (<http://aisel.aisnet.org/jitta/>).

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 (conference and program co-chairs). 2013 winner: Looking for Information Relevance in the Brain by Jacek Gwizdka, University of Texas at Austin, USA. 2014 winner: Designing Web Pages for Increased Content Familiarity: A Strategy 1 Study by Rob Gleasure, University College Cork, Ireland.

VENUE

Schloss Ort, Johann-Ort-Allee 1, 4810 Gmunden, one of the most beautiful small castles in Austria, situated in the Lake Traunsee, is the venue.



LOGISTICS

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



Further information on logistics, including a list of hotels and guesthouses, is available at: <http://www.neurois.org/>

SUPPORTING INSTITUTIONS & JOURNALS



Organizer: Johannes Kepler University Linz, Austria. Local Arrangement Chair: Prof. Dr. René Riedl. More information about NeuroIS: www.NeuroIS.org. Subject to modifications and errors excepted. All rights reserved. November 12, 2014.