



## **Call For Papers: A Special Issue on “Data Analytics in Behavioral Research”**

### **Background:**

Traditional behavioral studies have mainly relied on survey-based approach to capture behavioral intent of accepting or using the new system. With the growth in data availability as well as computational capabilities, organizations are in a position to leverage objective data in addressing IT issues typically addressed in behavioral research. Particularly, advances in monitoring system use and data analytics have led to opportunities for newer approaches that can enable tracking and analyzing actual user behavior with the system and can provide a much better indicator of systems’ acceptance and use.

This special issue of Information Systems Frontiers on “Data Analytics in Behavioral Research” seeks theory building, theory testing, and emerging applications in the use of data analytics for understanding user behavior in relation to information systems. This can also include studies involving novel design science approaches that address interesting user behavior research issues using data analytic techniques. We encourage high quality research submissions that deal with objective measures for understanding IT adoption, acceptance and usage. Specifically, we are interested in studies that use data analytics approaches as objective measures to understand human behavior with information systems.

In this special issue, we seek new work from researchers to foster a growing body of exploratory, theoretical, experimental and field research that could advance the use of data analytics approaches for understanding IT adoption, acceptance or system usage. We seek papers that address individual or firm level adoption that advance both theoretical practice and provide practical contributions to this field. Advance analytical approaches including machine learning that analyze user behavior from data log files, eye-movements, brain imaging (e.g., fMRI, EEG) and other psychophysiological tools are welcome.

User behavior with systems is too complex to be understood from subjective measures alone. This special issue therefore seeks to foster a broader understanding with a diverse objective measure approaches. This special issues provides a forum for integrating relevant, vital academic user behavior research activity with the broader international community. We solicit papers from a full range of epistemological, methodological, and data analytics approaches. Topics of interest include, but not limited to:

- Research agendas that investigate IS adoption, acceptance or usage with objective measures

- Research agendas that identify data science issues, privacy vulnerabilities, dark side of IT use and acceptance
- Research agendas that investigate post adoption of usage behavior with analysis and evaluation of large data repositories
- Research agendas that compare data analytics based methodologies with traditional survey or qualitative approaches in terms of validity and feasibility.
- Papers that combine research and applied practice.

**Submission Instructions:**

Paper submissions must conform to the format guidelines of Information Systems Frontiers, available at:

<http://www.springer.com/business+%26+management/business+information+systems/journal/10796>

Manuscripts must be submitted in PDF format to the ISF-Springer online submission system at

<http://www.editorialmanager.com/isfi/>

**Important Dates:**

Submission deadline: Feb 28, 2018

First round review notification: May 31, 2018

Final notification to authors: Sep 30, 2018

**Opportunity to Fast Track Papers:**

In addition to direct submissions, appropriate Track/Mini-track chairs of the following conferences will be contacted to recommend “high quality” papers that fit the theme of the special issue to be fast tracked: AMCIS 2017, ICIS and Pre/Post-ICIS 2017, and HICSS 2018.

**Guest Editors:**

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### **Guest Editors' Biography:**

**Dr. Luvai Motiwalla** is Professor of Management Information System at the University of Massachusetts Lowell and Chair of the Operations and Management Information Systems Department. Dr. Motiwalla earned his M.S. and Ph.D. degrees in Management Information Systems, in 1989, from the University of Arizona. His current research focuses on IT usage and adoption in the mobile system context, organizational system assimilation in enterprise systems, information privacy and data analytics. His teaching areas include e-business, enterprise systems and MIS. He has published two books, several articles in several MIS journals, and presented at numerous national and international conferences. He has also received grants from NIH, NSF, U.S. Department of Education and funding from Oracle Corp, Davis Foundation, CT Department of Health Services, IBM, NCR and U.S. Army.

Google Profile: <https://scholar.google.com/citations?user=57FMsv8AAAAJ&hl=en>

**Dr. Amit Deokar** is an Assistant Professor of Management Information Systems in the Robert J. Manning School of Business at the University of Massachusetts Lowell. Dr. Deokar received his PhD in Management Information Systems from the University of Arizona. He also earned a MS in Industrial Engineering from the University of Arizona and a BE in Mechanical Engineering from VJTI, University of Mumbai. His research interests include data analytics, enterprise data management, business intelligence, business process management, and collaboration processes. He has published in several MIS journals, and presented at several national and international conferences. He is currently a member of the editorial board of DSS and BPMJ journals. He is currently the Chair-Elect of the AIS Special Interest Group on Decision Support and Analytics (SIGDSA).

**Dr. Surendra Sarnikar** is an Associate Professor in the Department of Management at the College of Business and Economics, California State University East Bay. He holds a PhD in Management Information Systems from the University of Arizona. His research interests include business intelligence, data mining, healthcare analytics and socio-technical design of information systems. He has won best paper recognition for his work in healthcare information systems at the Hawaii International Conference on System Sciences and the International Conference on Information Systems.

**Dr. Angelika Dimoka** is an Associate Professor of Marketing and Management Information Systems in the Fox School of Business at Temple University. She received her PhD in Biomedical Engineering from the Viterbi School of Engineering, University of Southern California. Her research interests lie on decision neuroscience, and functional neuroimaging in marketing and MIS (neuromarketing and neuroIS), quantitative analysis of decision making in online marketplaces, and modeling of information pathways in the brain. Dr. Dimoka's research has appeared in Journal of Marketing Research, MIS Quarterly, Information Systems Research, NeuroImage, Journal of Neuroscience Methods, Annals of Biomedical Engineering, and the IEEE Transactions on Biomedical Engineering. Dr. Dimoka has been a referee for many conferences and journals. Dr. Dimoka is the director of the Center for Neural Decision Making.