

Track #12

Human–Computer Interaction (HCI) in the Digital Age

Track Description

The MCIS and MENACIS 2023 HCI Track will provide a forum for AIS members to present, discuss and explore a wide range of issues related to Business Process Management and Human-Computer Interaction. This track covers multi-disciplinary studies on human-centred business models, system and interface design and user adaptation. Thus, the combination of the two fields attracts researchers, educators, and practitioners from various disciplines. It deals with the business process, design, evaluation, adoption, and use of information technology, with a common focus on improved user performance and experience.

With the developing and changing information technologies, new and exciting research opportunities are emerging that can be examined from the business model, organizational, managerial, psychological, social or cultural perspectives. This track welcomes articles that aim to advance our understanding of human-centred business process management and human-computer interaction at the individual, workgroup, organizational or community levels. Applications can use any research method.

Track Main Topics

Topics of interest include (but are not limited to):

- **Understanding Trust and Distrust in Information Systems:**
Trust in information systems is a central concept in facilitating adoption and use. While there is a rich literature on interpersonal and institutional trust in the marketing, communications, and management literature, research to extend these perspectives to the concept of trust in information systems is largely derived from the views promulgated through literature other than our own. For this reason, the conceptualization of trust and distrust, including formation, continuance, and restoration in information systems, must be clarified and expanded. Developing, maintaining, and restoring trust in IS – requires well-informed research. Expanding our understanding of the concept of trust beyond the recent adaptations from reference disciplines will have specific uses and value in information systems research. We welcome submissions addressing all aspects of trust, distrust, trust restoration, and risk in information systems, including but not limited to critically related areas such as credibility, deception, privacy violations, and user perceptions.
- **E/M- Commerce Industry and Consumer Behavior:**
This topic examines the nature and implications of the use of IT in e-commerce. With growing concerns for data safety, service quality and information sharing in the e/m-commerce industry, the impact of

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information systems and human-computer interaction in the context is receiving significant attention. The fact that e-commerce is related to health issues and regular consumption satisfaction makes distinctive phenomena such as product purchases, consumers' willingness to pay a price premium, intensive information search, etc. This topic aims to extend our understanding of IS in the e-commerce industry, human-computer interaction, and consumer behaviour to enhance the theoretical foundation for research, offer guidance to practitioners and share significant empirical findings with consumers. This topic welcomes conceptual and empirical research papers investigating this emerging phenomenon using various theories and methodologies.

- **Interface Design, Evaluation and Impact:**

This topic is an outlet for human-computer interaction (HCI) papers that research interface design, evaluation, and impact. It supports a wide-ranging set of research topics, methods, and perspectives in the HCI area. Possible topics include user interface design and evaluation for B2B, B2C, C2C e-commerce, m-commerce, social media sites, business software including ERP, IoT, big data dashboard, healthcare IT, AR, VR, MR, AI, and games. User task analysis, usability testing, and the analysis of the impacts of interfaces on the attitudes, behaviours, performance, or productivity of individuals, organizations, and society are also the topics of this topic. Authors are encouraged to investigate new issues related to and apply new approaches to considering HCI in light of emerging technologies and technology trends. Many papers have been published in the premier IS journals. Excellent conference submissions have been considered for fast-track options at HCI research journals.

- **Cognitive Neuroscience and Affective HCI:**

Understanding and adapting to the cognitive and affective states of users can enable systems to interact more effectively. The adaptation may come in changes to the system performance or in the way the system interacts with users. Recent research has explored ways to understand cognitive and emotional states through various sensors and technologies, including natural language processing, fMRI, eye tracking, keystroke dynamics, and mouse tracking. Emerging systems can incorporate information from these sensors to create more humanlike responses, improve decision processes, and better understand how the user is thinking or feeling. This topic provides an outlet for human-computer interaction (HCI) papers that investigate systems—and human behaviour with systems—that respond to cognitive and affective states. Possible topics include conversational technology (e.g., chatbots and digital assistants), affective or cognitive state detection, HCI for credibility assessment, novel use of sensor data, and affective computing.

Track Co-Chairs

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