

The Hong Kong University of Science and Technology  
Department of Information Systems,  
Business Statistics and Operations Management

**Seminar Announcement**

***Neuro-IS and Service Systems Innovation:  
Toward a Research Agenda***

*by*

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Sam M. Walton College of Business  
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**Date: Friday, 17 June 2011  
Time: 2:30 pm – 4:00 pm  
Venue: ISOM Conference Room 4379 (Lift 17/18)**

~~~~~ All interested are welcome ~~~~~

**Abstract:**

Industry seeks to accelerate innovation in service systems, including digital convergence of services with traditional industrial sectors. Academia is undergoing a paradigm shift trying to frame the key issues and establish a solid theoretical foundation for service systems innovation. This presentation discusses a multidisciplinary line of attack that synthesizes knowledge about five core elements of service systems: user experience, value cocreation, knowledge/learning, networks of resources, and processes. The evolution of the technology acceptance model and its numerous extensions (TAM++) will be discussed as a contributing research paradigm. Application of cognitive neuroscience to information systems research (Neuro-IS) will be discussed as a direction for moving beyond TAM++. We will discuss research directions based on mining and splicing theory from various scientific traditions aligned with the five core elements..

**Bio:**

Fred Davis is Distinguished Professor and David D. Glass Chair in Information Systems at the Sam M. Walton College of Business at the University of Arkansas and Visiting Professor of Service Systems Management and Engineering at Sogang Business School, Seoul Korea. He served as Chair of the Information Systems Department at the Walton College from 1999-2007. After earning his Ph.D. from MIT Sloan School of Management, he served on the business school faculties of the Universities of Michigan, Minnesota, and Maryland. His research interests include user acceptance of information technology, technology-supported decision making, computer training and skill acquisition, and system development practices.