



January 4-7, 2011, The Grand Hyatt Kauai Resort & Spa, Koloa, Kauai, Hawaii.

Track: Decision Technology, Mobile Technologies and Service Science

Minitrack: Designing and Developing Consumer-focused Information Systems and Services

Amazing business and technology successes such as Apple's iTel and App Store are motivating Information Systems researchers to shift the focus of design and development oriented research towards the understanding of what challenges consumers as end-users of services and application create and how theorizing might improve the development and design of services and applications. The emerging area of Consumer Information Systems brings up interesting problems that have not yet been studied. For example, traditional information systems development approaches focus on improving the efficiency and effectiveness of organizational processes whereas design for consumer information systems may require an emphasis Socio-psychological aspects of service use, such as on hedonic value derived in the consumer experience. We see that the shift in the focus from users to consumers calls for a significant re-appraisal of our current information systems development methods and the ways we design services and applications.

We welcome papers that investigate different aspects of designing services and applications for consumers with the preference of using Design Science Research as the research methodology for the studies. However, both interpretive and positivist research approaches as well as theory building efforts are mostly welcomed in this track.

Relevant topics for this minitrack include (but are not limited to)

- Consumer Information Systems
- Development of Ubiquitous and Pervasive Consumer Systems
- Hedonic Consumer Services
- Innovation in Consumer Information Systems
- Learning and Knowledge Management in User-Driven Service Development
- Location Aware Mobile Services
- Management of Consumer Service Business Models
- Managing User-created Service Contents
- Mobile Consumer Services and Applications
- Resource-Based Theory and Consumer Service Innovation
- Social Networking
- Socio-Psychological Aspects of Consumer Service Use
- Theory Development for Designing Consumer Information Systems
- Understanding IS Consumer and Social Contexts

- User Communities and Service Development

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Tuure Tuunanen is Senior Research Fellow in the Department of Information Processing Science at the University of Oulu. He is also adjunct professor of work informatics at University of Turku, associate professor of MIS at UNLV and Center of Service Leadership Global Faculty Member at Arizona State University. He holds a DSc (Econ) from the Helsinki School of Economics. His current research interests lie in the areas of IS development methods and processes, requirements engineering, risk management, and convergence of IS and marketing disciplines, specifically in design of interactive consumer services and products. His research has been published, e.g., in Information & Management, Journal of the Association for Information Systems, Journal of Database Management, Journal of Information Technology Theory and Application, Journal of Management Information Systems, and Service Science. Dr. Tuunanen is a member of Association of Computing Machinery, Association of Information Systems, and Institute of Electrical and Electronics Engineers. He was the co-program chair for Global Mobility Round Table 2008 and has acted as the associate editor for, e.g., ECIS and ICIS. He is the publicity chair for ECIS2011. Dr. Tuunanen is a Co-Editor-in-Chief of Journal of Information Technology Theory and Application (JITTA).

Eusebio Scornavacca is Senior Lecturer of Electronic Commerce at the School of Information Management, Victoria University of Wellington, New Zealand. Mr. Eusebio has published and presented more than eighty papers in conferences and academic journals and is currently on the editorial boards of the International Journal of Mobile Communications, Industrial Management and Data Systems, the International Journal of Ubiquitous and Pervasive Computing, and the International Journal of Electronic Finance. He was program co-chair for the Global Mobility Round Table (GMR-2008)

and International Conference in Mobile Business (ICMB-2009). In 2005, he was awarded at the MacDiarmid Young Scientists of the Year awards, and in 2006 he received a VUW Research Excellence Award as well as the Victoria's Award for the best postgraduate supervisor (Faculty of Commerce) from the Postgraduate Student Association. In 2007, Mr. Eusebio received a Teaching Excellence Award from Victoria University of Wellington,

Risto Rajala researches and lectures at the Aalto University School of Economics. He holds a DSc (Econ) from the Helsinki School of Economics and acts as a Research Director of the Center for Excellence in Service Research and Education at the Aalto University. His current research interests are focused on service systems, innovation strategy, IT-enabled transformations of innovation management, user participation and motives in online communities, user-driven service innovation and user knowledge management, client-provider collaboration in service development, service design and business models in technology-intensive industries. His work on has been published in a number of journals including California Management Review, Industrial Marketing Management, Journal of Systems and Information Technology, International Journal of Technology Management and Journal of Theoretical and Applied Electronic Commerce Research.

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