

## CALL FOR PAPERS

Asia Pacific Journal of Information Systems (APJIS)

### **Special Issue: Information Systems Research from the Behavioral Economics Perspective**

At the turn of the 20th century, the discipline of economics went through the neoclassical revolution, built on assumptions about rationality of human behavioral economics. Behavioral economics (hereafter, BE) is primarily concerned with the bounds of rationality of economic agents. Behavioral Economics, which was incorporated the insights of psychology and other social sciences into the economic behavior, provides many important insights into managerial behavior (Bazerman and Moore, 2013). It has dealt with the effects of psychological, social, cognitive, and emotional factors on the economic decisions of individuals and organizations (Kahneman, 2011). Since the BE is primarily concerned with the bounds of rationality of economic agents, it covers a ranger of various concept, methods and fields.

Although many of IS researchers have realized the importance of an interdisciplinary perspective to explain some of IS phenomenon, the application of BE research are not well represented. This special issue promotes papers that show a direct link between BE and IS field, with a special focus on the effects of IT implementation and usage on economic agents' perception, behavior, and decision making process. Much of what the IS field is about relates to information processing for decision making. In particular, the current IS environments are facing the important issues regarding privacy, trust, and security, which are fundamentally connected to both the BE and IS.

Therefore, this special issue aims to examine the main applications of BE to Information System Research, both in classical terms as well as influenced by new emerging technologies. The BE arises from research that shows human boundary rationality and failures in acting in "self"—interest, loss aversion, among others—influence the making of economic choices and decisions. According to Goes (2013)'s editor comments in MIS Quarterly, along the advent of all emerging technologies, the decision-making IS environments have amplified and expanded in complexity, reaching many of individuals and consumers. These environments are characterized by increasing information richness and interactive decision making, often resulting in economic transactions: crowdsourcing and collective intelligence, electronic marketplaces, personalization and recommendation systems, and so forth.

This special issue therefore promotes papers that show a direct link between Behavioral Economics (BE) and IS fields, with a special focus on the effects of IT implementation and usage on economic agents' perception, behavior, and decision making process. We believe that this theoretical perspective explored represent promising new avenues for much of IS research and we cordially invite you to submit your valuable work to our special issue in APJIS.

Topics to be discussed in this special issue include (but are not limited to) the following:

- Applications of behavioral economics findings to in various IS fields
- Applied evolutionary economics and psychology to IS fields
- Boundary rationality and impact on making decisions in business and organizations
- Cross-cultural behavioral variation with impact on IT implementation (usage) at organizational/ individual levels
- Factors influencing preferences, judgment, choices, decisions and the way they impact IT

users' behavior

- Impact of new technologies on supply and demand of service industries
- Impact of procedural rationality in decision making process by leveraging IT
- Impact of technology implementation in “procedural rationality” risk reduction
- Individual and organizational decision making by utilizing IT
- Loss aversion and risk evaluation at individual/ organizational levels
- New technologies related to consumption and environment
- Rational behavior under imperfect competition with implications at business level

### **Submission Guidelines**

- Submissions should follow standard formatting and style guidelines for the Asia Pacific Journal of Information Systems (<http://www.apjis.or.kr/common/sub/s.asp>).
- Manuscripts should be submitted through the APJIS Online Submission System ([www.e-apjis.or.kr](http://www.e-apjis.or.kr)).
- When you submit your manuscript, please specify that your manuscript is submitted for the special issue.

### **Important Dates**

- Deadline for article submission: ~~30 December 2015~~ **29 Feb 2016**
- Reviews returned to authors: 15 February 2016
- Deadline for submission of the revised articles: 30 April 2016
- Final articles selected: 30 May 2016
- Publication of the APJIS Special Issue: June 2016

### **Guest Editors**

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- Jong Seok Lee, University of Memphis, [jslee4@memphis.edu](mailto:jslee4@memphis.edu)

### **References**

- Bazerman, M.X. and Moore, D.A. (2013), Judgment in Managerial Decision Making, 8th edition, Wiley.
- Goes, P.B. (2013), Information Systems Research and Behavioral Economics, MIS Quarterly, Vol. 37 No. 3 pp. iii-viii.
- Kahneman, D. (2011), Thinking, Fast and Slow, Macmillan.