

Minitrack Title: HCI and Competitive Advantage

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Description:

This Mini-Track addresses an issue that has been skirted both by the ACM Computer-Human Interaction Community and the AIS-Human-Computer Interaction Community, that is, what value do efforts in human-computer interaction provide to the overall corporation, or more precisely, what competitive advantage might the skills and activities performed by HCI personnel give to business operations? The Mini-Track is therefore looking for papers that address this larger issue NOT in terms of a return on investment that might be achieved through HCI, e.g., web site development that brings repeat business, but research that demonstrates how HCI can be used to redefine business processes, develop new markets, create new products and services, capture unique information, build brand loyalty, develop a service infrastructure, better manage internal corporate knowledge, and even use HCI techniques to develop successful corporate strategies. In addition information is sought that defines the critical success factors for the management of HCI within organizations.

Human-Computer Interaction, because it has focused on the study of human behavior with the intent of generating appropriate designs that support the smooth integration of technology with humans, is a field that is posed to move beyond that of simply running evaluation studies or investigating reasons for acceptance or adoption of technology. HCI is a field that has developed a myriad of methods for observing, modeling and interpreting human behavior in order to obtain technology designs and technology infrastructures that make human activities more productive and products more attractive. These same methods could apply, in the large, to competitive advantage. Similar to work in organizational behavior that has demonstrated that managing human capital appropriately can achieve productivity gains and add significantly to corporate knowledge, there exist demonstrations in human-computer interaction that illustrate that it, too, has these same potentials. A classic example is that of making interfaces usable enough so that data entry work is done by customers rather than hired personnel, streamlining basic business processes. Another example exists in software development wherein software update management systems take over monitoring functions enabling a company to pursue the cost advantages of virtual teams. A third example is drawn from games which get the population at large to engage in tagging, allowing a company to build a free large repository of knowledge and gain a competitive advantage over companies that do not have this repository.

Possible Topics include (but are not limited to):

- Case studies on and success factors for managing the HCI function in organizations
- Empirical studies of business process change introduced and enabled by HCI
- Empirical studies of web-based code that gives better customer service than competitors, e.g., recommender systems
- Empirical studies of “tagging” uses that collect useful and privately owned data
- HCI-related business models
- Recognition of emerging markets in new technologies and services based on HCI investigations