



JOURNAL OF INFORMATION TECHNOLOGY THEORY AND APPLICATION

Call for Papers

Special Issue: Designing Information Systems Based Services and Applications for Consumers

Objective and Aspirations

The purpose of the special issue is raise attention of Information Systems researchers to the emerging area of Consumer Services and Applications. Our objective is to provide a discussion forum for researchers whom are interested in the development and design of information systems primarily for consumer use. The opportunity to present and debate theory-based solutions for problems that industry is currently facing in the field of consumers services and applications will help the advancement of design science research within this paradigm.

Description

Amazing business and technology successes such as Apple's iPhone 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 on hedonic value derived in the consumer experience. We see that the shift in 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 positivistic research approaches are welcomed and theory building is encouraged regardless of the research chosen research methodology.

About JITTA

JITTA aims to publish articles with short publication cycle times, attract a portfolio of very exciting and high quality research contributions, and maintain highest quality standards. The journal welcomes research papers (research agenda papers, interpretive or exploratory papers, speculative research, state-of-research reviews, or full research papers), research essays, and application papers (normative papers or case studies). Please go to the Aims & Scope page for a detailed description of all encouraged submission types: <http://aisel.aisnet.org/jitta/aimsandscope.html>.

New Manuscripts should be submitted using the Submit Article link on the sidebar: <http://aisel.aisnet.org/cgi/submit.cgi?context=jitta>

Instructions for Authors are on the Policies page: <http://aisel.aisnet.org/jitta/policies.html>

Important dates

Deadline for submissions	1 st November 2010
Initial Review Round Completed	28 th February 2011
Final Acceptance Decisions	31 st May 2011
Special Issue Published	1 st September 2011

Special Issue Editors

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