

Contents

Part I Applying Knowledge of Brain Functionality Without Neuroscience Tools: The Approach

1	Introduction	3
	References	5
2	Knowledge Production in Cognitive Neuroscience: Tests of Association, Necessity, and Sufficiency	7
	References	10
3	Applying Knowledge of Brain Functionality Without Neuroscience Tools: Three Example Studies and Abstraction of the Underlying Logic	13
3.1	The Cyr et al. (2009) Study	15
3.2	The Pavlou and Dimoka (2006) Study	19
3.3	The Qiu and Benbasat (2005) Study	23
3.4	Formalizing the Logic Behind Our Argumentation	27
	References	32
4	Notes on the Application of the Approach	37
	References	41
5	Conclusion	43
	References	44

Part II Appendix

Appendix A: Review of Empirical NeuroIS Literature	49
References	56
Appendix B: Major Statements in the NeuroIS Literature on the Importance of Cognitive Neuroscience Knowledge Acquisition	59
References	60

Appendix C: Conceptual Description of Basic Brain Functioning from a Cognitive Neuroscience Perspective.....	61
References.....	66
Appendix D: Description of Background Information on Online Trust	69
D.1 Why Did We Select Trust as an Example Topic?.....	69
D.2 Structure of an Online Trust Situation	70
D.3 A Conceptual Framework for Trust in Online Environments	73
D.4 Four Major Sub-processes of Trust.....	75
D.5 Reward.....	76
D.6 Uncertainty.....	78
D.7 Mentalizing.....	80
D.8 Learning.....	82
D.9 Summary	84
References.....	88



<http://www.springer.com/978-3-319-48754-0>

Neuroscience in Information Systems Research
Applying Knowledge of Brain Functionality Without
Neuroscience Tools

Riedl, R.; Davis, F.; Banker, R.; H. Kenning, P.

2017, VI, 93 p. 13 illus., Softcover

ISBN: 978-3-319-48754-0