

Preface

NeuroIS is a field in Information Systems (IS) that makes use of neuroscience and neurophysiological tools and knowledge to better understand the development, adoption, and impact of information and communication technologies. The *Gmunden Retreat on NeuroIS* is a leading academic conference for presenting research and development projects at the nexus of IS and neurobiology (see <http://www.neurois.org/>). This annual conference has the objective to promote the successful development of the NeuroIS field. The conference activities are primarily delivered by and for academics, though works often have a professional orientation.

The conference is taking place in Gmunden, Austria, a much frequented health and summer resort providing an inspiring environment for the retreat. In 2009, the inaugural conference was organized. Established on an annual basis, further conferences took place from 2010–2016. The genesis of NeuroIS took place in 2007. Since then, the NeuroIS community has grown steadily. Scholars are looking for academic platforms to exchange their ideas and discuss their studies. The *Gmunden Retreat on NeuroIS* seeks to stimulate these discussions. The conference is best characterized by its “workshop atmosphere.” Specifically, the organizing committee welcomes not only completed research, but also work in progress. A major goal is to provide feedback for scholars to advance research papers, which then, ultimately, have the potential to result in high-quality journal publications.

This year is the third time that we publish the proceedings in the form of an edited volume. A total of 24 research papers are published in this volume, and we observe diversity in topics, theories, methods, and tools of the contributions in this book. The 2017 keynote presentation entitled “Why do we need animals to understand the neurobiology of economic decision-making?” was given by Tobias Kalenscher, professor of comparative psychology at the University of Düsseldorf, Germany. Moreover, we invited the EEG and brain-computer interfacing expert Gernot Müller-Putz, Graz University of Technology, Austria, to give a “hot topic talk” entitled “The Power of EEG: From Single Channel to High Resolution Derivations”. Moreover, a panel entitled “NeuroIS 2007–2017: Hot Topics and the Future of NeuroIS” was held. Altogether, we are happy to see the ongoing progress

in the NeuroIS field. More and more IS researchers and practitioners have been recognizing the enormous potential of neuroscience tools and knowledge.

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