

Rowe Research Seminar Series – November 30, 2016

Speaker # 1:

An NK-landscape Model of Network Search

Dr. Kenneth William (Bill) Foster

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Abstract: The paper focuses on discretionary intraorganizational, or informal, networks, in particular, the way that individual interactions are shaped by the formal organization (structures, procedures, and routines) and individual preferences. The paper argues that through its identity, organizations have an unconscious or unintended influence on individual network search for interaction partners. There is an important contribution to be made by the study of the dynamic relationship between organizational strategy configurations, organizational performance, and individual networking preferences — that the formal organization (strategy, identity, and structure) has an influence on the formation and adaptation of the informal social structure, which in turn affects organizational performance (strategic change in this instance). A dynamic, agent-based model of network search is developed to investigate the relationship between individual preferences, and the evolution of the interpersonal network. Simulation of the model contributes to prior complexity research by considering the organization as a system of interdependent interpersonal interactions where individual preferences change the contribution of the interactions to the organization's overall fitness.

Bio sketch: Following a 25-year career in the Royal Canadian Air Force, Bill completed his PhD at the Rotman School of Management, University of Toronto in 2015. His program of research looks at the relationship between social networks and firm performance from the premise that the informal, or emergent, networking behavior of organizational members is deeply rooted in, and reflective of, the organizational context — this includes the formal organization as defined by its strategic intent and supporting structures, systems, and policies. Building upon ideas from organizational change and agency, his research suggests that the strategic direction of management is differentially perceived and enacted by individuals. The most basic question asks: to what extent does the interplay between the strategic goals of management and the agency of individuals influence the evolution of interpersonal interactions in a period of organizational strategic change? His dissertation research investigated this and other questions through the simulation of a dynamic agent-based network model and a corresponding empirical study within a very distinct setting (a military strategic planning organization). His research uses genetic algorithms on NK-landscapes, econometric analysis, and network methods and surveys.

Speaker #2:

Identifying the Factors that Influence Mobile App Dormancy: A Focus on Canadian Fast-Food Mobile Apps

Dr. Kyung Young Lee

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Abstract: Focusing on the mobile apps of fast-food franchise restaurants in Canada, this study aims to identify and compare the impacts of the factors that influence mobile app dormancy. We propose that *system characteristics, information characteristics, and users' various beliefs (e.g., performance & effort expectancy, playfulness, security etc.) toward mobile apps* will exert significant influence on *mobile app dormancy*, while *individual characteristics (e.g., mobile-app self-efficacy, innovativeness, etc.)* will moderate the relationships between those influencing factors and dormancy. The proposed research model will be empirically tested using survey data collected from Canadian mobile app users.

Bio sketch: Dr. Lee earned his Ph.D. in Management Information Systems from McGill University in 2012. His research interests include electronic Word of Mouth (eWOM), Smartphone Applications, Social Media, Smart Tourism, and Knowledge Teams. Kyung has published in journals and conference proceedings including Information & Management, Internet Research, and Journal of Travel and Tourism Marketing, International Conference on Information Systems (ICIS), Academy of Management (AOM), and Administrative Sciences Association of Canada (ASAC).

Looking forward to seeing you on November 30, 2016 (Wednesday) between 11:30-1:00, at Rowe Management Building Room # 3052 (Mackay Boardroom). Pizza and pop will be provided.