



SIG 09 - OB - Organizational Behaviour

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20th Conference.

We look forward to receiving your submissions.

T09_05 - Big Data, Data Analytics and new forms of Work: Implications for individual and organizational level behaviour, attitudes and

Proponents:

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Short description:

Fast paced changes in technology, computing and communication facilitate changes in the work environment. Many firms have introduced analytics based on big data to create efficiencies and enhance their agility. While many of these technologies are performance enhancing at the firm level, the impacts on employees are not well explored yet. As a result, many of these technologies enabled work practices have unknown consequences on health and well-being of employees, their willingness to embrace change and other work relevant employee and organizational level outcomes. The track aims to study these relationships with respect to core constructs in the OB/HRM domain.

Long description:

Fast paced changes in technology, computing and communication facilitate changes in the work environment (Mcafee et al., 2012), often referred to as Work 4.0 now (Shamim et al., 2017). Many firms have introduced analytics based on big data in order to create efficiencies (Jansen et al., 2016; Shamim et al., 2018), enable change and to enhance agility. Many of these technologies are said to be performance enhancing at the firm level (Zeng and Glaister, 2018), with beneficial effects on knowledge creation (Pauleen, & Wang, 2017); Innovation (Chae, 2019) and decision making (Acharya et al. 2019). However, the impacts on employees are not well explored yet, neither do we know if the workforce has received sufficient levels of training to use new work technologies in a responsible way. As a result, many of these technologies enabled work practices have unknown consequences on health and well-being of employees, their willingness to embrace change and other work relevant employee and organizational level outcomes . Starting from these premises and from the more recent approaches to the study of work the track aims at exploring the relationship of big data driven work practices, the increased use of data analytics in different organizational functions (e.g. HR, marketing, operations) with new forms of (technology-facilitated) work and its implications for individual and organizational level behaviour, attitudes and value creation. A particular focus should be given to individual level attitudes, behaviours and values and



organizational level outcomes that shape day-to-day working life. Possible themes include: 1) Analyses of the effects of increased usage of big data analytics, and technology driven work practices on different types of work attitudes 2) The set of institutional, contextual and organizational factors that may influence the development or the inhibition of new forms of work, or new data driven work practices 3) Investigations of organizational value creation through the use of work 4.0 practices and other agility enhancing activities 4) Studies on potentially negative consequences of new forms of work, data driven decision making on employees, such as e.g. increased stress, impacts on general well-being, taking charge behaviours organizational commitment, OCB, leadership, trust and other concepts related to the area of organizational behaviour; 5) Required changes in management behaviour to better address the challenges in modern work environments The track welcomes papers from scholars with diverse disciplinary backgrounds eager to contribute to the development of an inter-disciplinary research agenda using a wide range of methods.

Keywords:

Job related behaviours
work performance
big data
new forms of work

UN Sustainable Development Goals (SDG):

Goal 3: Good health and well-being for people.

Publication Outlet:

Emerald and Palgrave-MacMillan
Evidence-based HRM
Administrative Science – an open access journal

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AUTHORS GUIDELINES

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-discussants-guidelines.html>