



Fundamentals of NeuroIS: Information Systems and the Brain (Studies in Neuroscience, Psychology and Behavioral Economics)

René Riedl, Pierre-Majorique Léger

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This authored volume presents the fundamentals of NeuroIS, which is an emerging subfield within the Information Systems discipline that makes use of neuroscience and neurophysiological tools and knowledge to better understand the development, use, and impact of information and communication technologies. This book is an initial guide to this new research domain. The target audience primarily comprises PhD students and researchers, but the book may also be beneficial for graduate students and practitioners.

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