Introduction to the Practitioner Research Insights Minitrack

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1. Introduction

The Practitioner Research Insights Minitrack: Applications of Science and Technology to Real-World Innovations is unique in its focus and format. This minitrack was first envisioned for 2021, but due to COVID-19 restrictions, is having its inaugural session in 2022. The goal is to create a forum for industry colleagues to share insights across the breadth of digital service transformation. Given HICSS' unique mix of academics and practitioners, we can incorporate the evidence from practice into future teaching and research. We see this as a practical step in the process to upskill our workforce as we shrink the divide between industry and academia.

We also see this minitrack as an opportunity to engage industry and academic colleagues in collaborations. The minitrack itself is such a collaboration and is enabled by the support of ISSIP: The International Society for Service Innovation Professionals. We use this industry connection to spread the call for papers and develop a unique board of advisors (acknowledged below).

2. Scope

Some people call the current wave of transformation “digital transformation.” We call it “service transformation enabled by digital technologies.” In this minitrack, we explore applications of science and technology to real-world service science innovations through practitioner reports, case studies, best practice examples, tutorials, challenges, issues, opportunities, tools, techniques, and methodologies of emerging digital technologies. In many cases, practice is ahead of academic research contributions. The call for papers was broad, including, but not limited to:

- Data and Analytics
- AI and Cognitive Computing
- Cybersecurity

- Service-Oriented Tech & Management
- Future of Work

We are also happy to offer a new best-paper award focused on practitioner research. We thank Ment.io for sponsoring this inaugural award. The winning paper will be announced during the live session and shared on ISSIP.org.

2. Accepted Papers

- Managing AI Bias: Executive Perspectives (Haroon Abbu, Paul Mugge, Gerhard Gudergan)
- Decision Analytics in Practice: Improving Data Analytics in Pulsed Power Environments Through Diagnostic and Subsystem Clustering (Andy Yu)
- Clio: Digital Transformation of Legal Practice - At COVID-19 Speed (Andrew Harries, Jack Newton, Terri Griffith)
- Digital Transformation Powered by Big Data Analytics: The Case of Retail Grocery Business (Haroon Abbu, Pradeep Gopalakrishna)
- Analyzing Commercial Collaboration Attractiveness in YouTube Based on Micro-Analytical Content Labeling and Audience Retention (Petri Parvinen, Markus Tandefelt, Essi Pöyry, Antti Lähtevänoja, Osmo Mattila)

3. Minitrack Advisory Board Members

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