

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar



**Contribute to My IT Service: Encouraging
Technology Extra-Role Behaviors from
a Psychological Ownership Perspective**

By

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Date : 3 May 2023 (WED)

Time : 10 am – 12 nn

Venue : GH120c & online via Zoom

Abstract

Access-based algorithm-empowered IT services (e.g., Spotify, Duolingo) are ubiquitous nowadays. Due to the on-demand nature, it is challenging to encourage user voluntary contributions to these services. Drawing on the literature in psychological ownership and extra-role behavior, this research proposes that users will be more likely to contribute when perceiving owning the IT service psychologically (i.e., My IT service). The research also advises on how to design recommendation systems to incubate such psychological ownership experiences.

Dr Haiyun Melody Zou is an Assistant Professor at Warwick Business School, University of Warwick. She obtained her Ph.D. from the City University of Hong Kong. She is interested in studying individual user behaviors around the post-adoption stage. Her research has appeared or will appear in *Information Systems Research*, *Journal of the Association for Information Systems*, and *Information Systems Journal*. She has been serving as Associate Editor for ICIS, ECIS, and PACIS in tracks related to human behaviors, adoption and usage, and user/customer engagement.

All interested are welcome.



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