

Brain-to-Society Decision and Behavior Seminar

McGill Centre for the Convergence of Health and Economics

Measuring what users really experience: Using neuroscience to inform information system research

by *Dr. Pierre-Majorique Léger*

Thursday, February 27, 2020 | 4 PM to 6 PM EST

Armstrong Building, Room 370, McGill - 3420 Rue McTavish, Montreal

For Remote Participation, go to <https://mcgill.webex.com/mcgill/j.php?MTID=m21912e542e037d83138d4f384242f6a2> | Password: seminar

Seminar Abstract: Neuro-Information-Systems (NeuroIS) relies on neuroscience and neurophysiological knowledge and tools to better understand the development, use, and impact of information and communication technologies. NeuroIS seeks to contribute to the development of new theories that make possible accurate predictions of IS-related behaviours, and the design of information systems that positively affect economic and non-economic variables (e.g., productivity, satisfaction, adoption, well being). In this seminar Dr. Léger will present recent research projects conducted at HEC Montreal Tech3lab to demonstrate the contributions of neuroscience tools and theories to information systems and human-computer interaction research.

Panel Discussion: Following the seminar, there will be a panel of disciplinary scientists from neuroscience, management, economics, and computational sciences. The moderator is **Prof. L. Dube**, Chair and Scientific Director, McGill Centre for the Convergence of Health and Economics (MCCHE).



Presenter: Pierre-Majorique Léger, PhD, is a researcher, inventor and entrepreneur. He is the chairholder of the NSERC-Prompt Industrial Research Chair in User Experience (UX). His research seeks to improve the user experience (UX) by analyzing massive amounts of bio-physiological data generated during human-IT interactions (HCI). His industrial research partners include Deloitte Digital, Sobeys, Desjardins, D-Box, Videotron, Banque Nationale, CN and CAE. He is a Full professor of IT at HEC Montreal, as well as invited professor at the prestigious Tuck School of Business, Dartmouth College and the Henry B. Tippie School of Management at the University of Iowa. He is the author of over 50 scientific articles, he holds at least ten invention patents and has also been involved with several start-ups. He holds a Ph.D. in industrial engineering from École Polytechnique de Montréal and has done post-doctoral studies in information technologies at HEC Montréal and NYU Stern School of Business. He is the co-director of the Tech3Lab, a research laboratory and devoted to the investigation of human factors in information technologies. He is also the director of the ERPsim Lab and the principal inventor of ERPsim, a simulation game to teach ERP concepts, which is now used in more than 30,000 students per year in 250 universities worldwide and several hundreds of organizations such as Boeing, IBM and SAP.



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