

Immersive systems purposefully change or enhance the user's perception of reality. They include such categories as virtual reality (VR), augmented reality (AR), mixed reality (VR/AR), gamification, and serious games. For example, the recent introduction of inexpensive consumer-grade VR headsets from a variety of manufacturers has generated new interest as a way for companies to enhance existing systems and create new opportunities to engage employees and customers [e.g., 1, 4, 9, 10]. Gamification is the addition of game design elements to non-game systems, which might encompass the addition of: game mechanics (e.g., points), dynamics (e.g., challenging interactions), aesthetics (e.g., video), or narratives (e.g., fantasy) to work-related systems [e.g., 2, 7, 8]. Serious games are digital games that aim to leverage the engaging and entertaining aspect of interactive games to achieve at least one work-related goal other than entertainment [e.g., 3, 5, 6].

We call for research on business-related immersive systems – that is, the addition of immersive elements to information systems that support organizational goals. Such systems may be internally-focused (e.g., systems that support employees in their work) or externally-focused (e.g., systems that engage consumers to generate new product ideas or solve problems). In either case, the systems are instrumental, but with immersive elements added. We encourage authors to not only discuss how previous research is related to immersive systems but to describe, develop, and study the distinctive nature of the phenomena that can bring new ideas and concepts to the IS discipline.

We seek a wide range of research in content, perspectives, methods, and stakeholders affected. For example, research on immersive systems could bring together existing behavioral, design science, and economics theories to help develop cumulative knowledge in this novel area. These sorts of explorations could trigger significant breakthroughs in our understanding of IS development, adoption, use, and impacts. This research could also develop theories and frameworks that will be of great interest to those outside of the IS discipline. This research would be relevant to subject matter experts, such as marketers and managers who wish to effectively create, understand, and use immersive systems. Thus, we encourage intra- and inter-disciplinary research on immersive systems.

Example topics for the special issue include, but are not limited to:

- Immersive elements in internally- or externally-focused information systems
- Application of game design theories and techniques to IS development
- Development, adoption and use of immersive platforms
- Outcomes of immersive systems for organizations, groups, and individuals
- Immersive systems in ERP, CRM, big data, or other large-scale systems
- Gamification of user-generated content and crowdsourcing applications
- Methodologies for immersive system design
- Immersive business practices
- New business models enabled through immersive systems
- New theories around immersive systems
- The unintended consequences of immersive systems.

We welcome research using a variety of methodologies, and at any level of analysis, such as:

- High quality qualitative or quantitative research of all kinds
- Research proposing and evaluating innovative artifacts (i.e., design science research)
- Comprehensive theory development papers
- Meta-analyses, thematic syntheses, and other types of theory and review papers.

## Guest Editors

**Huseyin Cavusoglu, University of Texas at Dallas, USA, [huseyin@utdallas.edu](mailto:huseyin@utdallas.edu)**

Huseyin is an associate professor of Information Systems whose research lies at the intersection of economics and information systems. He has served as an Associate Editor for *MIS Quarterly* and *Information Systems Research* on a number of special issues; and is on the Steering Committee of *WEIS*. He is interested in how gamification rewards can be configured to best aid organizations.

**Alan Dennis, University of Indiana-Bloomington, USA, [ardennis@indiana.edu](mailto:ardennis@indiana.edu)**

Alan founded *AIS SIGGAME* (Special Interest Group on Game Design and Research) and has served as Senior Editor for *MIS Quarterly*. His other research interests include virtual teams (including virtual reality), NeuroIS, and designing IT to influence subconscious cognition. He has served the editorial board of *JMIS* 2000-2014.

**Jeffrey Parsons, Memorial University of Newfoundland, Canada, [jeffreyp@mun.ca](mailto:jeffreyp@mun.ca)**

Jeff currently serves as a Senior Editor for *MIS Quarterly*. His research interests include the role game mechanisms can play in improving data quality in user-generated content, as well as the design and evaluation of augmented reality applications.

## TimeLine

We encourage authors to informally email an abstract or extended abstract to the Guest Editors prior to submission so that we can provide guidance on the paper's fit with the special issue.

Submission: January 30, 2018; official submissions should be emailed to: [ardennis@indiana.edu](mailto:ardennis@indiana.edu)

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