

Motivation

Processes are ubiquitous – they permeate all areas of life. Businesses are organized through processes, novel innovations are created through processes, and a panoply of other aspects in people's daily lives evolve in processes. Hence, it has become increasingly important to find appropriate ways of studying, describing, and improving processes throughout various fields. Business Process Management (BPM) is a research field that deals with the management, implementation, analysis, and design of business processes. An important part of BPM also deals with changing and improving business processes. In the majority of prior research, this change has been inspected from a holistic or organizational point of view.

Research question

Since the behavior of the individuals involved in the business processes often influences its outcomes, it is necessary to take an individual-level perspective on BPM. In this research, we investigated how directly guiding and changing the behavior of process participants on an individual level (e.g., through Interventions) positively affects decision-making and facilitates agile process improvement.

Research results

This research project takes an individual-level perspective on BPM by investigating the effects of interventions (e.g., digital nudges or IT changes) on the behavior of process participants and, in turn, process performance. For example, it is the objective to understand how process behavior changes after specific interventions to subsequently use this knowledge to improve processes. In doing so, this research project provides meaningful contributions to the knowledge base in the research areas of information systems, BPM, and digital nudging. It also offers notable practical contributions that can make an impact in the real world by guiding people's behavior for process improvement.

Publications

Franzoi, S., Hartl, S., Grisold, T., vom Brocke, J. (2023). Drivers of Complexity in Organizational Routines. 39th European Group for Organizational Studies (EGOS) Colloquium, Cagliari, Italy.

Franzoi, S.; vom Brocke, J. (2022). Sustainability by Default? - Nudging Carbon Offsetting Behavior in E-Commerce. Proceedings of the European Conference on Information Systems (ECIS), Timisoara, Romania.

vom Brocke, J., & Kipping, G. (2022). Digital Nudging. In Roth, S., & Corsten, H. (Eds.), Handbuch Digitalisierung (pp. 200–204). München: Franz Vahlen.