



UNIVERSIDADE FEDERAL DE SANTA CATARINA

PROGRAMA DE PÓS-GRADUAÇÃO EM ENGENHARIA E GESTÃO DO CONHECIMENTO

INT 4100003 – T.E.G.C. Informação, Percepção e Decisão: quão inteligente são as organizações?

INT 4100003 – T.E.G.C. Information, Perception and Decision: how smart are the organizations?

Professores: Isabel Ranos¹ & Gregório Varvakis, Dr.

Sumário

Na economia digital, a informação digital a que os indivíduos e organizações têm acesso dá forma à percepção da realidade. As aplicações de TI orientam a atenção de seus usuários através das funcionalidades que apoiam discussões, interpretações, identificação de pistas na informação e análise automática dessa mesma informação. Esta orientação da atenção tanto pode favorecer a decisão adequada ao momento como impedir uma perspectiva coerente dos problemas/opportunidades. Na economia digital é mais importante do que nunca reconhecer o impacto de aplicações de TI na atenção organizacional. A teoria da visão baseada em atenção (Ocasio, 1997), a teoria da triangulação de atenção (Rerup, 2009) e o conceito de atenção organizacional plena (Weick et al., 2008) fornecem suporte teórico importante para o estudo da atenção organizacional. Dernbecher e Beck (2017) apresentam como a atenção individual e coletiva têm vindo a ser abordadas em Sistemas de Informação.

Objetivo

Objetiva contemplar a exploração das perspectivas teóricas sobre a atenção organizacional e análise de casos práticos de falta de atenção organizacional. No curso serão ainda exploradas as oportunidades de investigação na área de adoção de TI e atenção organizacional.

EMENTA DA DISCIPLINA:

Teoria da atenção organizacional, sistemas de informação e o estudo da atenção coletiva plena.

AVALIAÇÃO DA DISCIPLINA:

Para a obtenção do crédito acadêmico e certificado de conclusão do curso, os participantes (em grupos de até 2 indivíduos) deverão elaborar e submeter um texto citando ao menos 10 das referências apresentadas na BIBLIOGRAFIA. O texto deverá ter no mínimo 12 e no máximo 15 páginas (incluindo lista de referências bibliográficas), fonte Arial 12, espaço de 1,5.

PERIODO e HORARIO:

A disciplina será ministrada:

Horário – 10h – 12h (terças feiras)

Período - 27 Out - 8 Dez e data futura a ser definida (uma sessão de 4 horas para apresentação dos trabalhos)

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PLANO DE AULAS:

DATA	TEMA	LEITURAS ACONSELHADAS
27 Out	A teoria atenção organizacional	Ocasio, W. 1997. "Towards an Attention Based View of the Firm," <i>Strategic Management Journal</i> (18), pp. 187-206. Rerup, C. 2009. "Attentional Triangulation: Learning from Unexpected Rare Crises," <i>Organization Science</i> (20:5), pp.876-893 Weick, K. E., Sutcliffe, K. M., and Obstfeld, D. 2008. "Organizing for High Reliability: Process of Collective Mindfulness," <i>Crisis Management</i> (3:1), pp. 31-66.
3 Nov	Estudo da atenção coletiva plena em Sistemas de Informação: teoria e prática	Curtis, A. M., Dennis, A. R., and McNamara, K. O. 2017. "From monologue to dialogue: Performative objects to promote collective mindfulness in computer-mediated team discussions," <i>MIS Quarterly</i> (41:2), pp. 559-581 Thatcher, J. B., Wright, R. T., Zagencyk, T. J., and Klein, R. 2018. "Mindfulness in Information Technology Use: Definitions, Distinctions, And A New Measure,". <i>MIS Quarterly</i> (42:3), pp. 831-847
10 Nov	Estudo de casos em Portugal: a atenção coletiva para a inovação	Barros, V., & Ramos, I. (2019). Impact of IT use on the collective attentional engagement to innovation: the case of an organization in the cork sector. ICIS2019, Munich, Germany
17 Nov	Estudos de caso internacionais: os perigos que resultam da desatenção organizacional	Vuori, T. O., & Huy, Q. N. (2016). Distributed attention and shared emotions in the innovation process: How Nokia lost the smartphone battle. <i>Administrative Science Quarterly</i> , 61(1), 9-51.
24 Nov	Oportunidades de pesquisa ao redor tomada de decisão organizacional	Passmore, J. (2019). Mindfulness in organizations (part 1): a critical literature review. <i>Industrial and Commercial Training</i> .
8 Dez	Definição de pesquisas focando a atenção organizacional Reflexões do tema e conclusões	
Data a ser definida em fevereiro	Discussão de casos no Brasil e propostas dos trabalhos finais	

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