



Global Innovation &  
Knowledge Academy

GIKA

# 7<sup>th</sup> GIKA CONFERENCE PROCEEDINGS

**“Innovation, Knowledge,  
Judgment and Decision-  
Making as Virtuous Cycles”**

Lisbon, June 28-30, 2017



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SCHOOL OF  
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# Analysis or paralysis? Analytical and intuitive organizational information processing in the mobile technology context

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The debate over intuitive versus analytical information-processing styles began almost 40 years ago and has led to divergent theoretical stances and empirical results. Most contributions claim that intensive data collection and analysis is too slow and unreliable in highly turbulent and dynamic environments and that intuitive information processing is faster and more effective. Today, the environmental context has changed completely. By employing mobile technologies, people can search for and retrieve information in real time, producing a massive amount of location and time-sensitive data. Through mobile technologies, organizations can now interact with their customers in real time and collect and analyze the data produced by these interactions. This study investigates the previously mentioned debate in actual mobile technological contexts. The results show that intuition is still extremely relevant, but in highly dynamic environment also analytical information processing has positive impact over organizational responsiveness and performance.

# GIKA 2018 SWEDEN

**“Digital Transformations  
and Value Creation in International Markets”**

***Linnaeus University (Sweden), June 27-29, 2018***

Deadlines:

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February 10, 2018 for Full Papers

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