

Engaging Ideas:

Practical Research Meets Industry Need

Tuesday, May 15 ● 8-10 a.m. ● Boardroom (BN-4000) ● Faculty of Business Administration



Industry Focus: Health Care

Dr. Jennifer Jewer, Assistant Professor

Stimulating the Adoption of Health Information Systems

Information systems (IS) have the potential to improve health outcomes and decrease health care costs. However, there are many challenges to attaining the benefits of these advancements. One of these is user adoption of IS; therefore, a better understanding of the factors that contribute to adoption is critical. Lessons learned from Dr. Jewer's research are presented to better understand the factors that stimulate adoption of these health IS by clinicians and patients.



Industry Focus: Oil & Gas

Dr. Mary Furey, Assistant Professor

Decision-making in a Crisis

Dr. Furey's research has culminated in a decision-making model for employees in high-risk environments and crisis responders. Her present case study uses the Ocean Ranger oil rig disaster as an example of how decision-making that takes place during a crisis situation when no model exists may result in a catastrophic loss of human life. While the results of this study may be important to the oil and gas industry, they are particularly relevant for decision-makers during a crisis as well as in a distributed environment.



Industry Focus: Airline Transportation

Dr. Isabelle Dostaler, Dean

The Challenges of Regional Air Transport in Quebec

Dr. Dostaler's presentation summarizes the results of consultations during which remote communities shared their concerns and aviation stakeholders offered their views, often conflicting, on structural changes that should be put forward in the Quebec regional air transportation network. The analysis of the material collected revealed three avenues for improvements: endogenous solutions constructed by remote community members, provincial programs and federal policies to improve the regional air transportation network.

To register, contact businesssevents@mun.ca
or 864-2182 by Wednesday, May 9.