

‘Technology, Behavior Tracking, and the Future of Work’

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Abstract

Behavior-tracking products are spreading rapidly, in spite of the fact that people may typically experience tracking as psychologically aversive. The present research takes a step toward understanding this phenomenon by examining the conditions under which people are more willing to use behavior-tracking products. In this paper, I develop and test a theoretical model that highlights how technology influences people's preferences for tracking by allowing them to experience a situation as informational rather than controlling. In doing so, I elucidate the underlying psychological mechanism that drives one of the most widespread societal trends in recent times – the diffusion of behavior-tracking products.

Bio

Roshni Raveendhran is a Ph.D. candidate in Management and Organization in the Marshall School of Business at the University of Southern California. Her research focuses on understanding the future of work. In particular, she examines how technological advancements influence organizational actors, workplace practices and the management of employees. In doing so, she develops insights about how organizations can effectively integrate novel technologies into the workplace to manage their employees. She also explores how organizations can increase the effectiveness of their human resource management practices to address the changing nature of work. She examines these issues using a variety of empirical methods across a number of different domains.