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ABSTRACT

Recommender Systems (RS) aim to improve users' decision quality and reduce decision-related effort. Prior research has focused on the impact of the entire system on recommendation acceptance and system use intentions, while largely overlooking the role of message design.

To fill this void, a systematic literature review was undertaken to answer three research questions: (i) What comprises the current knowledge base of antecedents to effective RS message design? (ii) What significant results from past research can inform current scholars and practitioners of optimal RS message design practices? (iii) What are opportunities for future research in revealing guidelines for optimizing RS message design?

Using various scholarly databases, 127 articles were retrieved and screened for relevance, resulting in a usable sample of 40 manuscripts. In addition to answering the research questions, a concept matrix of future research opportunities is presented offering guidelines for optimizing RS message design in a managerial decision-making context.

Keywords: Decision Making, Recommender Systems, Use Intention, Recommendation Acceptance, Message Design, Information.