

Topic: Diffusion of IT (SIGADIT)

Mini-track title: Global E-commerce Diffusion, Adoption and Use*

***NOTE: This minitrack was successfully organised for AMCIS 2008. We received a very good submission response which resulted in running two sessions and many of the presenters/authors expressed their interest to submit papers in this minitrack if it were to continue at AMCIS2009. Selected papers from the AMCIS 08 mini-track are being considered for inclusion in a special issue of *Database for Advances in Information Systems*.**

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Description:

Electronic (e)-commerce is expanding at a rapid rate, with the online population approaching almost one billion, and global online revenues being measured in trillions of dollars. This global expansion of e-commerce represents growth opportunities for businesses worldwide. However, one of the obstacles for companies attempting to extend their e-business internationally is to understand global consumers and overcome cultural barriers and language differences on the web (Singh and Pereira, 2005; Violino, 2001). Many companies are realizing that building an e-commerce website to suit an international audience is a more complex endeavor than they expected (Sheldon and Strader, 2002). As companies set up their global e-businesses, it is important for them to understand what cultural factors influence consumer use of international websites, what motivates global consumers to purchase at international websites, and what cultural barriers exist in diffusion and adoption of e-commerce.

The broad purpose of this mini-track is to advance the knowledge on the role of national environment (Political, Economic, Social, Cultural and Technological) in global e-commerce expansion. More specifically, the mini-track invites submissions that address issues related to the impact of national environment on macro-level issues related to diffusion and adoption of e-commerce, and micro-level issues related to web site localization, international web site usage, and global online consumer behavior. We intend soliciting for theoretical, conceptual, and empirical studies. Moreover, we particularly encourage submissions with an inter-disciplinary focus, as global e-commerce research is not just emerging as an important domain in the information systems, but also in marketing, international business, linguistics and other disciplines.

Suggested topics:

- Socio-Cultural and other national environmental issues in diffusion and globalization of e-business organizations.
- The impact of national culture on adoption, usage, and proliferation of e-commerce.
- Web site localization
- Cross-cultural online consumer behavior.
- Localization versus standardization on the web.
- Culture and IT Transfer
- Localizing web sites for ethnic populations in a country (Example: Hispanics in the U.S.)
- Development and issues relating to cultural user interfaces
- The role of culture in Web globalization strategy
- Locale-specific search engine optimization
- Culture and Internet Marketing

Potential Authors/Researchers

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Mini-track Proposal Submission to AMCIS 2009

Adoption and Use of ICT in the Residential/Household Context

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Although the study of the adoption and diffusion of information and communication technologies (ICT) is one of the more mature research areas within the IS discipline, much of the activity to date has focused upon conducting investigations from organizational and/or end-user/employee perspectives. Researchers have been far less frequent to approach diffusion and adoption from the residential/household perspectives of consumers and citizens. While the key role of ICT within business and government is now well-recognized, it is also important to acknowledge that in modern society, ICT has become prevalent in the daily home lives of many individuals in forms such as social networking and participation in virtual worlds, e-commerce, e-government, e-learning, e-health, and e-working. Indeed, the UN recognizes the importance of the various participating parties (including the citizen) within the digital environment in promoting the development of the so called *information society*. This relatively recent emergence of the technology-contextualized home environment has in turn, generated numerous issues worthy of investigation, including awareness, adoption and usage of emerging technologies and electronic services, and social exclusion due to unequal adoption by different segments of society. Such residential/household-related issues are clearly of interest to IS researchers, having been the focus of a variety of publications including Blackwell (2004), Dwivedi *et al.*, (2006), Brown & Venkatesh (2003; 2005), Shannon(2006), Venkatesh & Brown (2001), and Venkatesh (1996). However, given the broad range of issues offering potentially fruitful areas for investigation, and the varying approaches that may be employed to explore them, it is sometimes unclear where to place such material. Therefore, the objective of this mini-track is to provide a platform for the presentation and discussion of original research into emerging issues surrounding ICT adoption (and non-adoption) from the residential/household perspectives of consumers and citizens. We intend soliciting for theoretical, conceptual, and empirical studies that deal with, but are not restricted to the following areas:

- Micro factors influencing ICT adoption and usage within the household
- Socio-economic/geographical/cultural factors relevant to household adoption of ICT
- Citizens' awareness of emerging electronic government and other online services
- Provision of ICT in public places for citizens from lower socio-economic backgrounds
- Strategies of high-speed internet access providers and ISPs to household consumers in different countries
- Government policies toward adoption and diffusion of ICT, including e-government services and high-speed Internet access for household consumers/citizens
- The digital divide

- Service quality and Security issues
- The impact of consumers home use of ICT on business models in various industries
- The impact ICT use on the daily/social/professional life of consumers/citizens
- Socio-economic impacts of consumer adoption of ICT
- ICT training for citizens

Potential Authors/Active Researchers

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Previous Experience as Mini-Track Chairs

This mini-track was part of the AMCIS 2007 (Keystone, Colorado) and AMCIS 2008 (Toronto) conferences. The authors also chaired the Adoption and Diffusion of Technology research track at the 2008 European Conference on information Systems (ECIS).

References:

Blackwell, A.F. (2004) End-user developers at home, *Communications of the ACM*, 47(9), 65-66.

Brown, S.A. & Venkatesh, V. (2003) Bringing non-adopters along: The challenge facing the PC industry, *Communications of the ACM*, 46(4), 76-80.

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Dwivedi Y.K., Choudrie J. and Brinkman, W.P. (2006) Development of a survey instrument to examine consumer adoption of broadband, *Industrial Management and Data Systems*, 106(5), 700-718.

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Venkatesh, V., & Brown, S. (2001) A longitudinal investigation of personal computers in homes: Adoption determinants and emerging challenges. *MIS Quarterly*, 25(1), 71-102.

Mini-track title: Cultural Issues and Information Technology Diffusion

Track: SIGADIT

Mini-track Chair:

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Description:

Cultural issues are becoming more important in the field of information technology. The global outsourcing phenomenon and the use of enterprise systems across multinational corporations provide obvious examples. Culture has become an increasingly important in academic research and forums, such as this mini-track, are a necessity to allow participants to discuss, share, develop, and disseminate research ideas.

This mini-track will focus on cultural issues in the arena of information systems research, particularly focusing on cultures' relationship to the acceptance, diffusion, and use of information technologies. The non-specific term "culture" has been purposefully used to allow for multiple cultural perspectives to be included in this mini-track. Culture, and its affects on technology, might be studied from a national perspective. Alternatively, the focus might be on the culture of employees within an organization, profession, or workgroup. For this mini track, we invite papers that address all aspects of research that extend our understanding of culture's influence on IT adoption and diffusion in the workplace, especially personality and demographic characteristics that influence technology use or moderate the relationships between culture and technology. This track is open to all types of research from conceptual papers to various methodologies.

Suggested topics:

- Dimensions of national culture and their impact on technology diffusion, adoption, and use.
- The influence of organizational culture on the adoption, diffusion, and use of information technologies
- The cumulative impact of various levels (national, professional, organizational, and/or workgroup) of culture on information technology adoption, diffusion, and use.
- Cultural and management considerations in a multicultural information technology workforce

AMCIS 2009, The Golden Gate to the Future of IS Diffusion of IT (SIGADIT) Mini-track Proposal

Mini-track Title:

Stepping Through the Portal: The Future of Radio Frequency Identification (RFID)

Co-Chairs:

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Abstract. Radio frequency identification (RFID) is an exciting and unique technology that can be utilized in a plethora of applications. From clothing, to missiles, to animals, to food – RFID can be used just about anywhere that unique identification is desired. From a diffusion of innovation perspective RFID as an information technology presents new challenges for understanding its initiation, adoption, adaptation, implementation, acceptance, use, routinization, and infusion into the supply chain. This mini-track addresses issues related to the future of RFID. We encourage authors to share new and interesting theoretical and methodological perspectives on topics relevant to both academic researchers and practitioners. We invite traditional submissions including empirical research and work in progress examining and extending theory, as well as new paths of discovery including frameworks, case studies, and data analytics.

Topics. The following include suggestions for applicable topics (but not limited to) for this mini-track:

- *Benefits from RFID
- * Organizational and industry challenges to RFID implementation and diffusion
- *Changes to different industries prompted by RFID
- *Technical integration of RFID with other applications
- *RFID impact on changes to business processes
- *Establishing the business case(s) for RFID adoption and diffusion
- *RFID impact on physical health and individual privacy
- *RFID impact on interorganizational collaboration
- *Standards for the proliferation and use of RFID
- * Effective implementation of RFID in the global business community

Potential Authors/Researchers:

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Diffusion of IS Innovations in Social Networks

Diffusion refers to the “process by which an innovation is communicated through certain channels over time among members of a social system” (Rogers 1995). The *social system* can be a collection of individuals, organizations, or other entities.

Unlike much of the research on *adoption* of information systems (IS) innovations, *diffusion* deals with the “spread” of IS innovations within the relevant social system over time. Diffusion studies generally treat the social system as the unit of analysis and aim to understand the time taken for an innovation to diffuse through the social system.

Topics relevant for this mini-track include, but are not limited to, the following:

- Types of communication channels for diffusion of IS innovations
- Relationship between network characteristics (e.g. network centrality) and diffusion
- Speed of diffusion of IS innovations within networks
- Effects of organizational (or network level) mechanisms on diffusion
- Political moves underlying diffusion of IS innovations
- Positive and negative communication regarding IS innovations and diffusion
- Patterns of diffusion (e.g., S-shaped curve) within social networks
- Modeling diffusion within social networks

We solicit theoretical expositions and empirical investigations of diffusion involving IS innovations.

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Mini-track title: Individual Characteristics and the Diffusion of Information Technologies

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Description

Since the mid - 1990s, examining individual differences has assumed an increasingly prominent role in information technology diffusion research. Individual factors such as personal innovativeness and gender have been identified as important antecedents, or moderators, of beliefs about the ability to use and innovate with information technology. Although many individual characteristics are enduring, i.e., they can't be changed, a deeper understanding of their influence on individuals' perceptions of IT can inform strategies IT training and implementation. For this mini track, we invite papers that address all aspects of research that extend our understanding of enduring individual characteristics influence IT adoption and infusion in the workplace, especially personality and demographic characteristics that influence technology use. The unique aspect of this mini track, which differentiates it from other tracks on technology diffusion, is its focus on understanding how individual differences shape individual understanding and use of information technology. As a group, we anticipate that our sessions will create a robust exchange of ideas on how to model the influence of, and design strategies to shape the use of, information technology in the workplace.

Suggested Topics

- "Big 5" personality traits and technology use.
- Learning Style and technology use
- Innovativeness and Innovation
- Personality and Post - Adoption Technology Use
- Personality and Maladaptive Technology Use
- Efficacy, locus of control, and applications of Information Technology
- Cognitive Ability as it relates to understanding and use of information technology
- Gender and its implications for use of IT in the workplace
- Aging and its implications for understanding how and when to use technology
- Cultural values (as an individual difference) and their influence on the decision to use, and subsequent use of, information technology.

Issues in Information Technology Adoption

Description

Understanding and building upon the foundations of prior research is an important aspect of the scientific enterprise. This mini-track focuses on assessing and extending foundational theories to make new contributions to the IT/IS adoption and diffusion literature. Appropriate submissions to this track should either:

(a) Incorporate "classic" theories, which we are defining as theories that have been developed and tested over a period of at least ten years OR

(b) Address an issue addressing adoption or diffusion that is not currently within the scope of any other mini-track

A broad range of papers will be considered for this track, including theory development, empirical, and research-in-progress.

Suggested Topics

Example topics appropriate for this mini-track include, but are not limited to:

- Theory building and/or testing to extend the application of our current theory in the IT/IS adoption and diffusion domain
- Critical essays on the use of our theories in current and/or future IT/IS adoption and diffusion research
- Theory building and/or testing to modify or refute the application of current theories for specific IT/IS adoption or diffusion phenomena
- Comparative case studies to evaluate the efficacy of multiple theories in explaining specific IT/IS adoption or diffusion phenomena

MINI-TRACK PROPOSAL SUBMITTED TO IT DIFFUSION TRACK (SIGADIT)

Mini-track Title: **Methods in IT Adoption and Diffusion Research**

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Abstract:

IT adoption and diffusion remains a critical stream of research in the IS literature. As information technologies – and the business processes they support – become more complex, our methods of researching IT adoption and diffusion phenomena must address this complexity. Research in this mini-track will feature methods used to capture the complexity and richness of IT adoption and diffusion phenomena. Submissions may focus on one or more research methods and their (potential) use in IT adoption and diffusion research. Or submissions may focus on the study of complex IT adoption/diffusion phenomena, highlighting the research methods used to conduct the study. The complexity of the IT adoption/diffusion phenomena might be due to the complexity of the information technology, such as cloud computing, service oriented architecture, enterprise systems, mobile computing, health information systems, and others. Or, it might be due to the complexity of the organizational system within which the IT is embedded – or the interaction of the IT and organization systems.

Both completed research and research-in-progress submissions are acceptable. Research submissions describing all range of research methods used to study complex IT adoption and diffusion phenomena are desired, including qualitative, analytical, quantitative, and design science methods.

Potential topics include (but are not limited to):

- IT adoption and diffusion case studies highlighting research method(s) used and how their use supports research objectives
- Construct measurement and item development for complex IT adoption and diffusion phenomena
- Use of design science methods for IT adoption and diffusion research
- Simulations of IT adoption and diffusion phenomena
- Participant observation or interview techniques used to gain insight into complex IT adoption and diffusion phenomena
- Exemplars of action research methods used in IT adoption and diffusion research
- Research methods that support critical approaches to IT adoption and diffusion research
- Methods for multilevel analysis when studying IT adoption and diffusion phenomena
- Experimental designs that facilitate deeper understandings of complex IT adoption and diffusion phenomena

Title: The Diffusion, Impacts, Adoption and Usage of ICTs upon Society

Since the emergence of the 21st century governments around the globe have been striving to offer Information and Communication Technologies (ICTs) infrastructures, namely broadband. During the first 4 to 5 years interest was focused upon whether the infrastructure was being provided and focus was on the issue of accessibility. Since then countries and research both from industry and academe have changed their focus as it is considered that now accessibility has been examined and now the emphasis is on how households and various segments of societal settings are diffusing, adopting, and using ICTs and further, consideration of the impacts of the ICTs. The aim of this mini-track will be to offer a global perspective of how ICTs are being diffused, used and adopted within society. The mini-track will focus on how ICTS are being adopted in a multitude of societal settings such as households and social communities such as, work places, external locations such as internet cafes, providing knowledge building and support to social entrepreneurs; capacity building, awareness and collaboration for non-profit organization, local government agencies and private sector organizations.

By undertaking this research academics, industry and government agencies will learn of how ICTs are being utilised by various societies segments and what measures are being undertaken to have households and the various social communities adopt and use the ICTs with a further consideration of the impacts of the ICTs. Academic research has been focusing upon the diffusion, adoption and usage of broadband since early 2000. By undertaking this research and offering this track, now the focus could offer innovative ideas and exemplar case studies of diffusing, adopting and using ICTs that have not been considered before.

Topics of interest to this track include:

- The adoption and usage of ICTs, broadband, mobile phones and other ICTs within societal settings such as, households, workplaces, internet cafes or knowledge building organisations
- The impacts of ICTs upon households and comparing to other societal settings
- The adoption and usage of ICTs upon various social communities (eg. Residential neighbourhoods)
- The impacts of ICTs upon various social communities
- Evaluation of the technological and non-technological aspects of the adoption and usage of ICTs
- Evaluating the technological and non-technological aspects of the impacts of ICTs
- The diffusion, adoption and usage of ICTs within households, internet cafes
- Comparative case studies examining impacts of ICTS adopted and diffused within households and compared to other societal settings.
- The diffusion, adoption and usage of ICTs within various social communities
- Stakeholder theory and the adoption, diffusion and usage of ICTs
- Policies and diffusion theories that lead to the adoption and usage of ICTs
- Project management and the diffusion of ICTs
- Project Management and the adoption and usage of ICTs
- Project Management and the impacts of ICTs
- Human Computer Interaction issues related to the adoption, usage and impact factors in the context of ICTS.

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