

**Understanding the Micro-Macro Linkages of Individual, Group, and
Organizational Adoption/Diffusion
2004 SIGADIT (DIGIT) Workshop
December 12, 2004**

9:00-9:15	Welcome and introductions
9:15-9:50	Paper: “Grassroots Diffusion: A Research Agenda and Propositional Inventory” <i>Craig Van Slyke, University of Central Florida</i> <i>Thomas Stafford, University of Memphis</i> <i>Virginia Ilie, University of Central Florida</i>
9:50-10:25	Paper: “Trust in Technology: An Empirical Examination of the Construct” <i>Riza E. Arsal, Clemson University</i> <i>Jason B. Thatcher, Clemson University</i> <i>D. Harrison McKnight, Michigan State University</i>
10:25-10:40	Break
10:40-11:15	Paper: “Modifications and Innovations to Technology Artifacts” <i>Kevin C. Desouza, University of Illinois at Chicago</i> <i>Yukika Awazu, Institute for Engaged Business Research</i> <i>Arkalgud Ramaprasad, University of Illinois at Chicago</i>
11:15-11:50	Paper: “Central and Peripheral Routes to Sustained Technology Usage” <i>Corey M. Angst, University of Maryland</i> <i>Ritu Agarwal, University of Maryland</i>
11:50-1:00	Lunch
1:00-2:15	Roundtable <i>Table 1</i> “A Model of Cluster Adoption: The Role of Transaction Costs, Resource Characteristics, and Technology” by <i>Grant Castner, University of Oregon</i> <i>Table 2</i> “Understanding the Relationship between Organizational and Individual Adoption of IT Innovations: Literature Review and Analysis” by <i>Anand Jeyaraj, Joseph W. Rottman, and Mary C. Lacity, University of Missouri-St. Louis</i> <i>Table 3</i> “Why Should I Tell? Relational Promotion and Hindrance of IT Diffusion” <i>Deborah E. Gibbons, U.S. Naval Postgraduate School; Brian S. Butler, University of Pittsburgh; Scott R. Boss, University of Pittsburgh</i>
2:15-2:30	Break
2:30-3:30	Panel – Integrating Multi-Level Perspectives on Adoption <i>Brian Butler, University of Pittsburg</i> <i>Vladislav Fomin – Copenhagen Business School</i> <i>Burt Swanson – University of California, Los Angeles</i> <i>Chair: Anol Bhattacharjee, University of South Florida</i>
3:30-4:00	Business Meeting – All are invited to attend