

Managing IT-enabled Innovation: Research Directions

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What We've Mostly Been Studying

- **Intentions to Adopt/Use**
- **Signals of Adoption/Usage Behaviors**
- **Indiscriminant Use**

- **Simple Technologies**
- **Personal Technologies**
- **Voluntary Technologies**

What We Have Not Been Studying That Must Be Studied

- **How IT-enabled Innovations Materialize**
- **Two- and Three-stage Adoption Processes**
- **Organizational Technologies**
- **Mandatory Technologies**
- **Deep Usage**
- **Intertwined Effects of Beliefs, Learnings and Use of IT-enabled Innovations**