

# Across Levels and Beyond Individuals

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## Agenda

- Current status of adoption research
- Promising opportunities
  - Multiple levels of analysis
  - Alternative theoretical frames
  - Insightful research questions

## Adoption research



- Dominance of theories from social psychology
- The individual as the focal point
  - Decontextualized adoption
  - Voluntary and volitional adoption

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## Beyond the individual

- Adoption, diffusion, infusion at:
  - Workgroup level
  - Firm level
  - Value net level
  - Country level



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## Workgroup level



- Primary vs. secondary decision maker
- Discretionary vs. mandated adoption
- Developing the nomological net
  - Network characteristics
  - Aggregate or disaggregate
  - Trust, impression management, peer effects

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## Firm level



- Intra-firm
  - Business units and physical locations
  - Internal vs. external sources of knowledge
- Inter-firm
  - Structural characteristics
  - Role of power elite
  - Nature of adaptation

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## Value net level



- Collections of firms that cooperate in orchestrating business activities
  - Dell, Cisco
- Role of the strategic center
  - Coercive or participative?
- Network externalities
- Social and relational capital

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## Country level



- Regulatory environment
- Level of development
- Decision cascades
- "Peer" effects
  - Demographic isomorphism
  - Who talks to whom and where

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## Conclusion



- Considerable insight at individual level
- Untapped opportunities at other levels
  - Cross-level research
- The equivalent of individual cognitions
  - Schemas, firms' mental models
- The challenges of field work

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