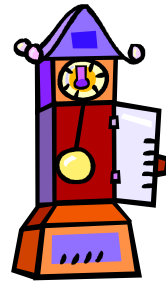




Leveraging Time

Bringing the Concept of Diffusion back into Diffusion Research

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Conceptualizing Time Ancona et al. (2001, AMR)

Category	Example subcategories	Sample variables
Conceptions of time	<ul style="list-style-type: none">•Types of time•Socially constructed time	<ul style="list-style-type: none">•Linear time, clock time•Work time, celebrations
Mapping activities over time	<ul style="list-style-type: none">•Single activities•Repeated activities•Evolution•Comparisons	<ul style="list-style-type: none">•Scheduling•Interval spaced behavior•Lifecycle•Banana time
Actors relating to time	<ul style="list-style-type: none">•Temporal perceptions•Temporal personality	<ul style="list-style-type: none">•Experience of time•Temporal orientation



IS Examples

- Cooper and Zmud 1990, MSci: rational vs. political vs. learning models across various stages of IT implementation
- Karahanna et al. 1999, MISQ & Venkatesh et al. 2003, MISQ: comparison of pre- vs. post-adoption drivers
- Zhu et al. 2006, MSci: comparison of drivers across assimilation stages (initiation, adoption and routinization)

Opportunities for Innovation Diffusion Researchers

- Some ways to conceptualize time
 - Stages of IT implementation (Cooper and Zmud 1990)
 - Initiation, adoption, adaptation, acceptance, routinization, infusion
 - Phases of ES implementation (Markus 2000; Soh and Markus 1995)
 - Chartering, project, shakedown, onward and upward
 - Conceptualization (Venkatesh et al. 2006)
 - Time as past, time as future, time as rhythm
- Developing theories that are sensitive to time
 - Using change variables, both as predictors and DVs (e.g., Lance et al. 2000)
 - Different types of theories (Gregor 2006)