

## IT Adoption & Diffusion Research

### Strengths

- ▶ **Phenomena Being Studied**
  - Adoption Decision (organization, individual)
- ▶ **Theory**
  - Borrowing other disciplines theories
  - Multiple theory framing
  - Model complexity (mediation, moderation)
- ▶ **Research Design**
  - Standardized instrumentation
  - Incorporation of organization/industry context
  - Some multi-wave designs
  - One-off qualitative studies
- ▶ **Analysis Techniques**
  - Measurement rigor
  - Causal modeling
- ▶ **Influence of Best Work**
  - Highly cited by IS adoption/diffusion scholars

### Weaknesses

- ▶ **Phenomena Being Studied**
  - Adoption Decision (community)
  - Post-Adoptive usage (features-level; incorporation into work routines)
- ▶ **Theory**
  - Little theory development
  - Little adaptation/extension of borrowed theories
- ▶ **Research Design**
  - Focus on intentions
  - Inadequate usage measures
  - Primarily cross-sectional
  - Primarily single-respondent, survey-based
- ▶ **Analysis Techniques**
  - Inappropriate use & overuse of PLS
  - Inattention to distributional nature of data
  - Inattention to endogeneity
  - Inadequate qualitative analysis
  - Inadequate robustness tests
- ▶ **Influence of Best Work**
  - Not cited by non-IS adoption/diffusion scholars

## Implications for Research

- ▶ **Phenomena to Study**
  - ▶ Infusion
  - ▶ Visioning
  - ▶ Multi-step (organization, department, individual) adoption/use decisions
  - ▶ Extended/Multiple Organization adoption/diffusion
- ▶ **Theoretical Issues**
  - Theoretical development/extension
  - Individual (managerial) and collective cognitions
- ▶ **Research Design**
  - Develop contextualized instrumentation
  - Develop instrumentation that more aptly represents constructs (as opposed to distanced-proxies)
  - Time-series designs
  - Use of multiple data sources
- ▶ **Analysis Techniques**
  - Greater analytical rigor

## **Implications for Practice**

- ▶ **Approach information system implementation/evolution via a life-cycle perspective and formal methodologies; currently, most methodologies begin after funding and end after installation.**
- ▶ **Appropriately valuing and using extra-organizational resources and collaborations**
- ▶ **Greater organizational investment /development regarding dynamic capabilities and in change management capabilities**
- ▶ **Greater attention to post-implementation reviews and building up:**
  - **Best practice knowledge bases on IT adoption/diffusion**
  - **Historical data on benefits/costs on IT adoption events**