

## Title of the Track

### **IS Innovation Adoption and Diffusion (AIS SIGADIT)**

## Short Description of the Proposed Track

When the technology acceptance model (TAM, Davis 1989) was developed in 1989 computers were new and alien to many organizations and individuals. At that time, technologies were designed to automate administrative and transactional work typically by utilizing large enterprise systems. Now digital technologies are ubiquitous in every aspect of our societies, work, and lives. With an unrelenting pace of innovation, organizations and consumers now face many new dilemmas, new questions, and new uncertainties. On the one hand, users might feel challenged to adapt to changes induced by new digital technologies. On the other hand, users might employ digital technologies to reap benefits for the individual or organization. Studying these different forms of technology use is important, as Thomas Davenport concluded in his keynote at the CIO symposium at ICIS 2015 in Fort Worth, as a discipline, “we need to begin preparing people for the impacts of these technologies”.

While digital technologies infuse and shape our daily lives, many core theoretical perspectives derive from the time when computers were new and not widely used by many individuals. Hence, there is a need to reconsider old theories, to develop new theories and to employ novel methodological approaches in order to understand how individuals, organizations or societies adopt and use information technology. Therefore, we solicit contributions that advance theory and employ diverse methodological approaches (e.g., qualitative, quantitative, design science, action research, data analytics etc.) that extend understanding of the diffusion of digital technologies. Potential topics include:

- Organizational adoption and use of digital technologies
- Individual adoption, use, and discontinuance of digital technologies
- Factors enabling or inhibiting acceptance and use of digital technologies
- Positive and negative consequences of using digital technologies for both organizations and individuals
- New theoretical perspectives on acceptance, use and diffusion of digital technologies
- New methodological approaches to study acceptance, use and diffusion of digital technologies

## Publishing Opportunities in Leading Journals

### Track Co-Chairs

1	Name - Surname (primary contact)	Laumer, Sven
	Title	Assistant Professor
	E-mail	<a href="mailto:sven.laumer@uni-bamberg.de">sven.laumer@uni-bamberg.de</a>
	Affiliation	University of Bamberg, Germany
	URL	<a href="https://www.uni-bamberg.de/en/isdl/team/laumer-dr-sven/">https://www.uni-bamberg.de/en/isdl/team/laumer-dr-sven/</a>
	Short Biography	Sven is assistant professor at University of Bamberg. His research results about IT adoption and IS usage, user resistance, technostress, and the IT workforce have been published among others in European Journal of Information Systems, Information Systems Journal, Journal of Information Technology, and Journal of Strategic Information Systems. He has chaired SIG ADIT tracks at ECIS and AMCIS, served as program co-chair for the ACM SIGMIS CPR conference and the 2016 DIGIT workshop.
2	Name - Surname	Thatcher, Jason
	Title	Professor
	E-mail	<a href="mailto:JTHATCH@clemsun.edu">JTHATCH@clemsun.edu</a>
	Affiliation	Clemson University, USA
	URL	<a href="https://www.clemson.edu/business/about/profiles/?userid=JTHATCH">https://www.clemson.edu/business/about/profiles/?userid=JTHATCH</a>
	Short Biography	Jason Thatcher is President of the Association for Information Systems. He is a Professor of Information Systems at Clemson University. His research examines the influence of individual beliefs and characteristics on information technology use. He also studies strategic and human resource management issues related to the application of information technologies in organizations. His work appears in MIS Quarterly, Information Systems Research, Journal of Applied Psychology, and other outlets. He serves as a senior editor at MIS Quarterly and at other journals.
3	Name - Surname	Maier, Christian
	Title	Assistant Professor
	E-mail	<a href="mailto:Christian.maier@uni-bamberg.de">Christian.maier@uni-bamberg.de</a>
	Affiliation	University of Bamberg, Germany
	URL	
	Short Biography	Christian is an Assistant Professor at the University of Bamberg. His research interests span among others IT management, IT workforce,

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"BEYOND DIGITIZATION - FACETS OF SOCIO-TECHNICAL CHANGE", 23<sup>RD</sup> -28<sup>TH</sup>, JUNE, 2018, IN UNIVERSITY OF PORTSMOUTH, UK, FOR THE 26<sup>TH</sup> EUROPEAN CONFERENCE ON INFORMATION SYSTEMS

		<p>IT usage, and IT discontinuance. Christian's research results are published among others in European Journal of Information Systems, Information Systems Journal, Journal of Strategic Information Systems, and Journal of Information Technology. He has served as mini-track chair at AMCIS.</p>
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## Track Associate Editors

1	Name-Surname	Bassellier, Geneviève (agreed)
	Title	Associate Professor
	E-mail	genevieve.bassellier@mcgill.ca
	Affiliation	McGill University
2	Name-Surname	Bernardi, Roberta (agreed)
	Title	Lecturer in Information Systems
	E-mail	Roberta.Bernardi@rhul.ac.uk
	Affiliation	School of Management, Royal Holloway, University of London
3	Name-Surname	Cheung, Christy MK (agreed)
	Title	Associate Professor
	E-mail	ccheung@hkbu.edu.hk
	Affiliation	Hong Kong Baptist University
4	Name-Surname	Choudri, Jyoti (agreed)
	Title	Professor
	E-mail	j.choudrie@herts.ac.uk
	Affiliation	University of Hertfordshire
5	Name-Surname	Claggett, Jennifer (agreed)
	Title	Assistant Professor
	E-mail	jlc3xa@comm.virginia.edu
	Affiliation	University of Virginia
6	Name-Surname	Dwivedi, Yogesh (agreed)
	Title	Professor

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	E-mail	ykdwivedi@gmail.com
	Affiliation	Swansea University
7	Name-Surname	Eckhardt, Andreas (agreed)
	Title	Professor
	E-mail	andreas.eckhardt@ggs.de
	Affiliation	German Graduate School of Management and Law, Germany
8	Name-Surname	Haggerty, Nicole (agreed)
	Title	Associate Professor
	E-mail	nhaggerty@ivey.ca
	Affiliation	Ivey Business School at Western University
9	Name-Surname	Hsu, Carol (agreed)
	Title	Professor
	E-mail	carolhsu@tongji.edu.cn
	Affiliation	Tongji SEM
10	Name-Surname	Jeyaraj, Anand (agreed)
	Title	Associate Professor
	E-mail	anand.jeyaraj@wright.edu
	Affiliation	Wright State University
11	Name-Surname	Koch, Stefan (agreed)
	Title	Professor
	E-mail	stefan.koch@jku.at
	Affiliation	Johannes Kepler University Linz
12	Name-Surname	Mills, Annette (agreed)
	Title	Associate Professor

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	E-mail	annette.mills@canterbury.ac.nz
	Affiliation	University of Canterbury
13	Name-Surname	Miranda, Shaila M. (agreed)
	Title	Associate Professor
	E-mail	shailamiranda@ou.edu
	Affiliation	University of Oklahoma
14	Name-Surname	Schwarz, Andrew (agreed)
	Title	Professor
	E-mail	aschwarz@lsu.edu
	Affiliation	Louisiana State University
15	Name-Surname	Sun, Heshan (agreed)
	Title	Associate Professor
	E-mail	sunh@clermson.edu
	Affiliation	Clemson University
16	Name-Surname	Tams, Stefan (agreed)
	Title	Associate Professor
	E-mail	stefan.tams@hec.ca
	Affiliation	
17	Name-Surname	Tarafdar, Monideepa (agreed)
	Title	Professor
	E-mail	m.tarafdar@lancaster.ac.uk
	Affiliation	Lancaster University
18	Name-Surname	Tiefenbeck, Verena (agreed)
	Title	Research associate

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	E-mail	vtiefenbeck@ethz.ch
	Affiliation	ETH Zurich
19	Name-Surname	Turel, Ofir (agreed)
	Title	Professor
	E-mail	oturel@fullerton.edu
	Affiliation	California State University
20	Name-Surname	Weitzel, Tim (agreed)
	Title	Professor
	E-mail	tim.weitzel@uni-bamberg.de
	Affiliation	University of Bamberg, Germany
21	Name-Surname	Wright, Ryan (agreed)
	Title	Associate Professor
	E-mail	rtw2n@comm.virginia.edu
	Affiliation	University of Virginia