

Augmenting the application of the Technology Acceptance Model for the study of Enterprise Instant Messaging (EIM)

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Abstract of a proposed study

In the process of grappling with the present-day dynamic business environment, many businesses are embracing new communication systems that is quicker than email, cheaper than the phone and allows users to carry multiple conversations at once (Riper, Oct 18, 2004). Instant messaging (IM) is considered as the fastest-growing communication medium of all time, which supplements voice mail and e-mail by facilitating synchronous communication (D'Entremont, 2005). Roughly 26 percent of US companies now use Enterprise IM (EIM) as an official corporate communication service (Primeaux & Flint, 2004). Industry analysts anticipate that IM will become the most popular business communication tool by 2006 (D'Entremont, 2005) and will eventually surpass e-mail in the next few years (Doyle, 2003). A study by Radicati Group shows that corporate IM accounts are expected to surge to 349 million in 2007 – up from 60 million in 2003 (Shaw, 2005).

In order to deploy information system more effectively it is essential for the organizations to learn the consequences of its acceptance (Igbaria & Tan, 1997). In fact, various researchers have opined that user acceptance is often the pivotal factor determining the success or failure of an information system (Wang, Hsu, & Fang, 2004; Davis, 1993; Igbaria, 1993; Attewell & Rule, 1984). While adaptation of EIM is swelling, the success of IM's contribution at the enterprise level through user acceptance is yet to be assessed. It is assumed that research on the EIM acceptance will provide information about the factors that influence individual's perceptions about using the system and demonstrate how these factors affect individual's acceptance towards the use of the system. Rennecker & Godwin (2003) attempted to find impact of unstructured IM use on workers' productivity while Wang et al. (2004) investigated the user acceptance of internet based instant messaging services (IMS), which primarily focused on consumer IM and attempted to investigate the effect of network externality on IMS acceptance. Igbaria & Tan (1997) contrived that IT acceptance has a significant effect on an individual's performance and productivity. However, neither of the studies aimed to evaluate the performance of EIM. Consequently, this study seeks to evaluate EIM user performance using the technology acceptance model (TAM), formulated by Fred Davis in 1986 (Davis, 1989). The model has been extensively tested, validated and extended by many other researchers (Adams, Nelson, & Todd, 1992; Davis, Bagozzi, & Warshaw, 1989; Venkatesh & Davis, 2000; Igbaria, 1993).

The primary intent of TAM was to forebode individuals' behavior in response to a system usage (Shih, 2004). The model comprises of two fundamental variables namely perceived ease of

use (PEOU) and perceived usefulness (PU), which have been considered important in determining the individuals' acceptance and use of IT (Keil, Beranek, & Konsynski, 1995; Moon & Kim, 2001). In assessing a system in the workplace that may be involuntary and unavoidable, the PU of a technology and its PEOU may be the dominant predictors of its use (Vijayasarathy, 2004). However, each IT system has distinct usage and in assessing a specific system, additional explanatory variables may be necessary beyond PU and PEOU (Moon & Kim, 2001; Vijayasarathy, 2004). In fact, Vijayasarathy, ascertained that through the integration of some additional relevant variables, a greater understanding of the user acceptance pertaining to a system can be obtained. Therefore, the objective of this study is to present a theoretically justified research model that extends TAM to evaluate the user acceptance behavior while retaining its parsimony and information systems (IS) focus in the context of EIM. The study adopts the belief–attitude–performance chain (Doll & Torkzadeh, 1991; Shih, 2004), which implies that there is a positive and direct relationships relationship between user's belief (perception) about usefulness of a system (PU), attitude toward using the system (ATT) and perception about performance (PP). The study aspires to examine the EIM users' behavior from the perspective of self-reported perceptions about performance by extending TAM.