

# **TOWARDS AN UNDERSTANDING OF FACTORS INFLUENCING THE ADOPTION OF GROUPWARE: A STUDY OF INFLUENCE OF INDIVIDUAL FACTOR, TASK-RELATED FACTORS, ORGANIZATIONAL SUPPORT, AND SUBJECT NORM**

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Office workers spend a large proportion of their workday communicating with others inside and outside of their organization, and much of this communication is for the purpose of group coordination and collaboration. Groupware products enable an organization's employees to work efficiently and effectively in teams, over a network, irrespective of work location or time. However, the appropriate use of information technology is crucial for the overall performance of organizations, and the acceptance of some groupware applications has fallen far short of the near universal use of electronic mail, for example [4]. With a modified version of the technology acceptance model (TAM), this study surveys employees of large South Korean companies to expand upon prior research of factors influencing the adoption of groupware within organizations.

The results of the study are expected to show that intention to adopt groupware can be predicted by individual, task-related, organizational factors, and subject norm. Among external factors, Web experience is expected to have a significant impact on users' perceptions of ease of use and usefulness on groupware, since earlier studies have consistently shown that users' experiences have a significant and positive influence on the adoption of new information technology [3]. The influence of subject norm on users' perceptions of groupware might be significant, because groupware applications can be a productive tool in corporations. Past research [1] also reported that mandating technology use against the explicit will of an individual might result in negative consequences. Task related external factors might also have significant impact on users' perception of groupware. This is because past research [2] indicated that the ambiguity and interdependence of users' tasks would influence users perception on the information technology. This research will find out how they influence the adoption of groupware applications in workplaces. Groupware applications often utilize the Internet and/or Web technology with an extensive and complicated network infrastructure. Thus, technology support from IT staffs might be essential to adopt groupware applications.

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