

# UNDERSTANDING THE DETERMINANTS OF A FIRM'S IT INVESTMENT AND ITS ECONOMIC SUSTAINABILITY

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## ABSTRACT

Over the last few decades, information technology (IT) has been one of the primary mechanisms managers have adopted to cope with increasing globalization, competition, and product market volatility. Despite the rapid rise in IT spending, the existing IS literature focused on investigation of the relationship between IT expenditure and its environmental sustainability. In contrast, research on the determinants of firm's IT expenditure is limited. In this research, we attempt to build a comprehensive model for the determinants of firm's IT spending. We held that firms' external and internal contingencies will interact with management emotion in organizational strategic IT investment, which in turn affects its economic sustainability (e.g. organizational performance).

**Keywords:** Information Technology Investment; Management Emotion; Economic Sustainability