

BES10

REVERSING THE LENS: LEVERAGING INSTITUTIONAL PRESSURES TO DRIVE IT ADOPTION FROM A PROVIDER PERSPECTIVE

Gary Yu-Ho Yeh, Chiu-mei Huang, Jack Shih-Chieh Hsu, Hung-Chun Shen, Jhu-Jyun Yang
Department of Information Management, National Sun Yat-sen University, Gushan District,
Kaohsiung, Taiwan

Abstract

This study tries to conceptualize the method to examine how IT providers leverage institutional pressures (such as coercive, mimetic, and normative pressure) to drive adoption, shifting the perspective from adopters to providers. Applying the STP framework, we propose a model to identify effective strategies using fsQCA, anticipating optimal combinations of value propositions as proxies for strategy to create pressures on adopters. This research aims to uncover how providers can influence adoption decisions through tailored approaches, offering valuable insights for refining marketing strategies, enhancing product positioning, and ultimately supporting competitive advantage in the evolving IT promotion landscape.

Conference Track

Business Environment - Strategy, Policy, Law, Ethics