



**Call for Papers
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Information Systems Frontiers
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Special Issue on Technology Acceptance, Usage, and Competitive Advantage

Many organizations invest heavily in new technologies in an attempt to gain a competitive advantage. The extent to which these new technologies, however, realize their potential depends on their level of acceptance and usage within the organization, and more generally, on the fit between the new technology and the existing structure, competencies, and technologies of the organization (Karahanna, Agarwal, and Angst, 2006; Orlikowski, 2000).

At least four major streams of research have examined this issue. Research on technology acceptance has examined factors influencing acceptance at the individual level (Venkatesh et al., 2003). Research on innovation adoption has examined factors influencing acceptance of new technologies within organizations (Damanpour and Schneider, 2006). The organizational learning literature has examined the mechanisms by which different levels of an organization acquire and assimilate new technology (Epple, Argote, and Devadas, 1991; Imai, Ikujiro, and Takeuchi, 1985; Levitt and March, 1988; Nelson and Winter, 1982). Some of the literature on organizational change and transformation has examined new technology as a trigger of change, and the attempts by organizations to achieve a fit or alignment between the new technologies and existing organizational structure and technologies (Barley, 1986; Davidson and Chismar, 2007). The nature of the relationship between new technology and competitive advantage, however, is still relatively under-explored.

The goal of this special issue is to focus on this relationship among technology acceptance, usage, and competitive advantage. Topics may include, for instance,

- the influence of the existing core competencies (Prahalad and Hamel, 1990) of the firm on new technology acceptance, usage, and integration within the organization, given the competence destroying or competence enhancing (March, 1991) nature of the new technology
- the absorptive capacity (Zahra and George, 2002) of the organization with respect to the new technology
- the creation and transfer of knowledge within and across organizations as a result of the introduction, adoption, and usage of the new technology (Adler, 1990; Fichman and Kemerer, 1997)
- new technology as a trigger of changes in organizational structure and routines and vice versa
- the relationship between the new technology and firm performance (Dodgson, 1991).

Other topics are not limited to, but may include

- New technology and the creation of sustainable competitive advantage

- New technology acceptance and usage as a dynamic capability (Teece, Pisano, and Shuen, 1997)
- The relationship between organizational learning, new technology acceptance and usage, and firm performance
- The routinization of new technology and its impact on firm performance.

Important Dates

Deadline for submissions to the special issue: November 27, 2008

First round review: January 27, 2008

Deadline for revision: February 27, 2009

Notification of acceptance: March 27, 2008

Deadline for camera-ready papers: April 27, 2009

Publication: Fall 2009

Submission Instructions

Manuscripts must be submitted in Microsoft Word or PDF format no later than November 27, 2008 to <http://www.editorialmanager.com> (please specify “For Special Issue on Technology Acceptance, Usage, and Firm Competitive Advantage” in the submission). Manuscripts should be within 34 pages long, double space, including references. More information for manuscript style can be found at Springer’s website (www.springer.com) Manuscripts must not have been previously published or currently submitted for journal publication elsewhere. All submissions will be peer reviewed.

About the co-guest editors

Devaki Rau earned her Ph.D. in management at the University of Minnesota and is currently a faculty member in the Department of Management at Northern Illinois University. Her research focuses on the recognition and utilization of expertise in teams and individuals, managerial decision making, and top management teams. She has published her research in journals such as the Journal of Applied Psychology, Small Group Research, and Journal of Business Research. She worked as a business development executive in CMC Ltd., a software development and maintenance firm in Bangalore, India, prior to obtaining her Ph.D.

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