Introduction

Description
The main objective of this seminar is to provide students with a deep understanding of the literature on individual and organizational acceptance and use of information technologies which constitutes an important research domain in the IS field. The notions of acceptance and usage essentially refer to how users react to the implementation of new IT and, over the years, numerous approaches and theories have been proposed to explain user's reactions and behaviors regarding new technologies. In this seminar we will cover the theoretical foundations underlying IT acceptance, its antecedents and consequences, as well as some of the alternative and integrative approaches that have recently been suggested in its study.

Academic approach
The seminar requires an in-depth analysis and comprehension of the different theoretical approaches that IS researchers have employed to study IT acceptance and use. As such, students are required to fully understand the content of each reading in order to be able to answer the questions that will be asked before and during the seminar, as well as to actively participate in and contribute to class discussions. This means carefully reading all papers for each class (with most papers requiring multiple readings for a good understanding of their content) and to establish links between the different readings. The students are required to hand in 10 weekly synthesis papers to be submitted before each session. The students will also develop a research proposal on a topic related to the content of the seminar to be submitted and presented in class at the end of the semester and presented in class.

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Learning material

Bibliography
- Lecture notes

80722B- required reading material available at the COOP.

Assignments and examinations

- Participation (20%)
- Weekly papers (40%)
  In order to stimulate and orient each student's thinking, the professor will provide the students with a study question for each upcoming class with the aim of synthesizing the readings and allowing the students to present their own view on each topic. The students will prepare a written answer to each question and hand it in before class (maximum 3 pages, single space). There will be 10 such papers to be handed in during the course.

- Final paper (research proposal) (30%)
Each student will write and submit a research proposal on the general topic of IT acceptance and usage. The selection of the specific topic and research question is left to the students with the only requirement being that the proposed research examine the antecedents or consequences of at least one key concept studied in the course. Students should first discuss their ideas with the professor and submit a preliminary draft of their proposal in week 7 for approval.

Plagiarism

Please consult article 12 of the *Règlement régissant l'activité étudiante à HEC Montréal* (regulation governing student activities at HEC Montréal), to find out the acts and gestures that are considered plagiarism or another academic violation (12.1), along with the applicable procedure (12.2) and sanctions, which range up to suspension and even expulsion from HEC (12.3). Violations are analyzed based on the facts and circumstances, and sanctions are applied accordingly.

List of sessions

**Session 1 : Course Introduction, Concepts of IT Acceptance and Use (January 12, 2010)**

**Reading list**

- **Readings**

**IMPORTANT!**

All texts marked with an (X) are not included in the lecture notes but still constitute required reading for this course and should be read as part or your preparation for each session.

**Session 2 : Theories of Reasoned Action and Planned Behavior (January 19, 2010)**

**Reading list**

- **Readings**
• (X) Idem, Chapter 2.


■ Reading list

  ● Readings


■ Session 4: The Technology Acceptance Model (TAM): Contributions and Limitations (February 2, 2010)

■ Reading list

  ● Readings


    • (X) Goodhue, D.L., "Comment on Benbasat and Barki's "Quo Vadis TAM" article," Journal of the AIS
Session 5: Diffusions of Innovations Theory: Individual View (February 9, 2010)

Reading list

- Readings
  


Session 6: Diffusions of Innovations Theory: Organizational View (February 16, 2010)

Reading list

- Readings
  


**Session 7 : Post-Adoptive Behaviors (February 23, 2010) / Reading Week (March 2, 2010)**

**Reading list**

- **Readings**

**Session 8 : Developing a Model of IT Acceptance and Use (March 9, 2010)**

**Description**
The objective of this session is the development of an original model of user acceptance and usage based on relevant concepts or theoretical approaches that have not yet been studied in the IS literature. The students are asked to explore the relevant literatures (e.g., management, psychology, organizational behavior) to identify concepts that can be influential in existing models of acceptance and usage and to develop a research model and hypotheses linking them.

**Session 9 : Alternative Approaches to Studying IT Acceptance and Use: Resistance (March 16, 2010)**

**Reading list**

- **Readings**

**Session 10 : Other Approaches to Studying IT Acceptance and Use (March 23, 2010)**

**Reading list**

- **Readings**

**Session 11 : Integrative Models of IT Acceptance and Use (March 30, 2010)**

**Exercises**

- **Readings**

**Session 12 : Integrative Models of IT Acceptance and Future Research (April 6, 2010)**

**Reading list**

- **Readings**

**Session 13 : Proposal Presentations (April 27, 2007)**