

FYAP

When Consumer IT Turns Into Enterprise IT:

Two IT Consumerization Models

Research Challenge:

Enterprise IT is witnessing increased competition from tools that traditionally have been developed for the consumer market. A diverse array of powerful consumer devices, including smartphones, iPads and notepad computers, along with application platforms, such as Yammer, Skype, Dropbox, Twitter, and Google Docs. Influenced by their personal experiences, employees adopt these tools and perceive them to be more useful, more up-to-date, easier to use and more enjoyable than the enterprise tools provided by the organization. In organizations, this shift towards consumer IT—referred to as “IT consumerization,” or the degree to which individuals deploy consumer tools in the workplace—presents management with both opportunities and challenges.

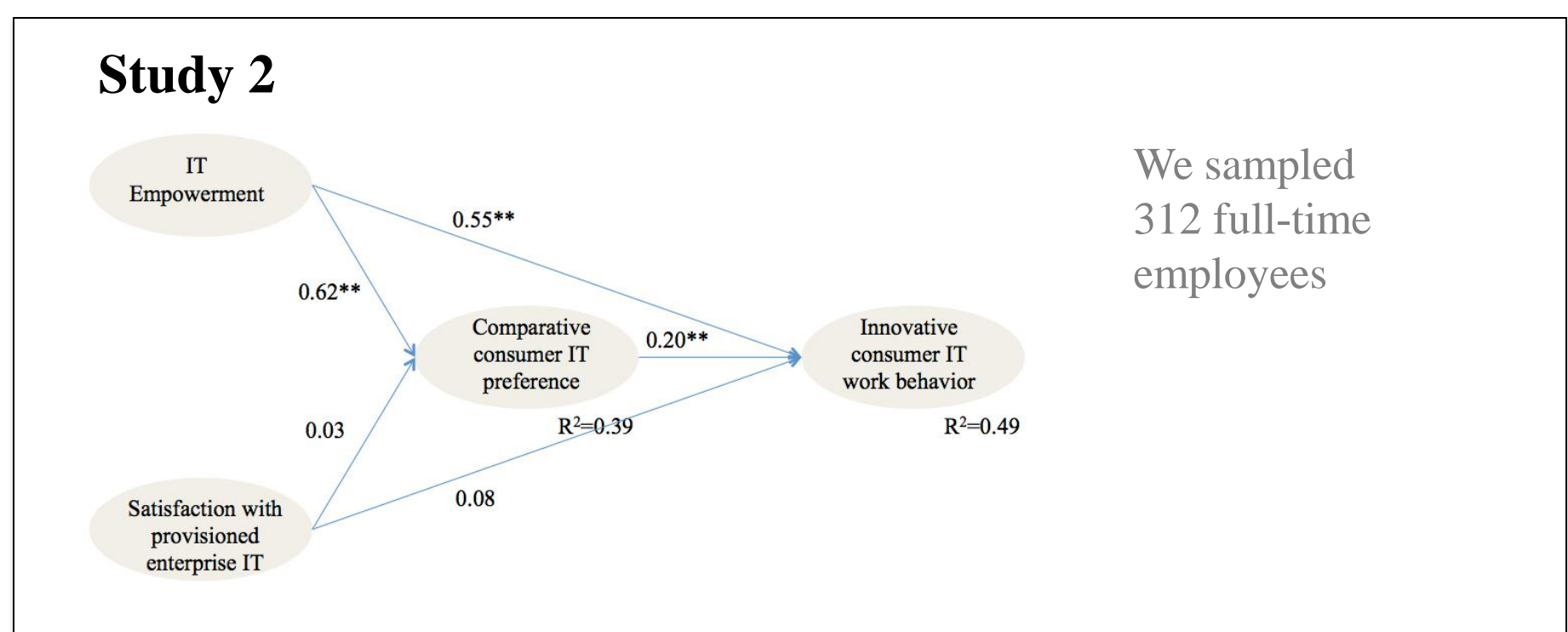
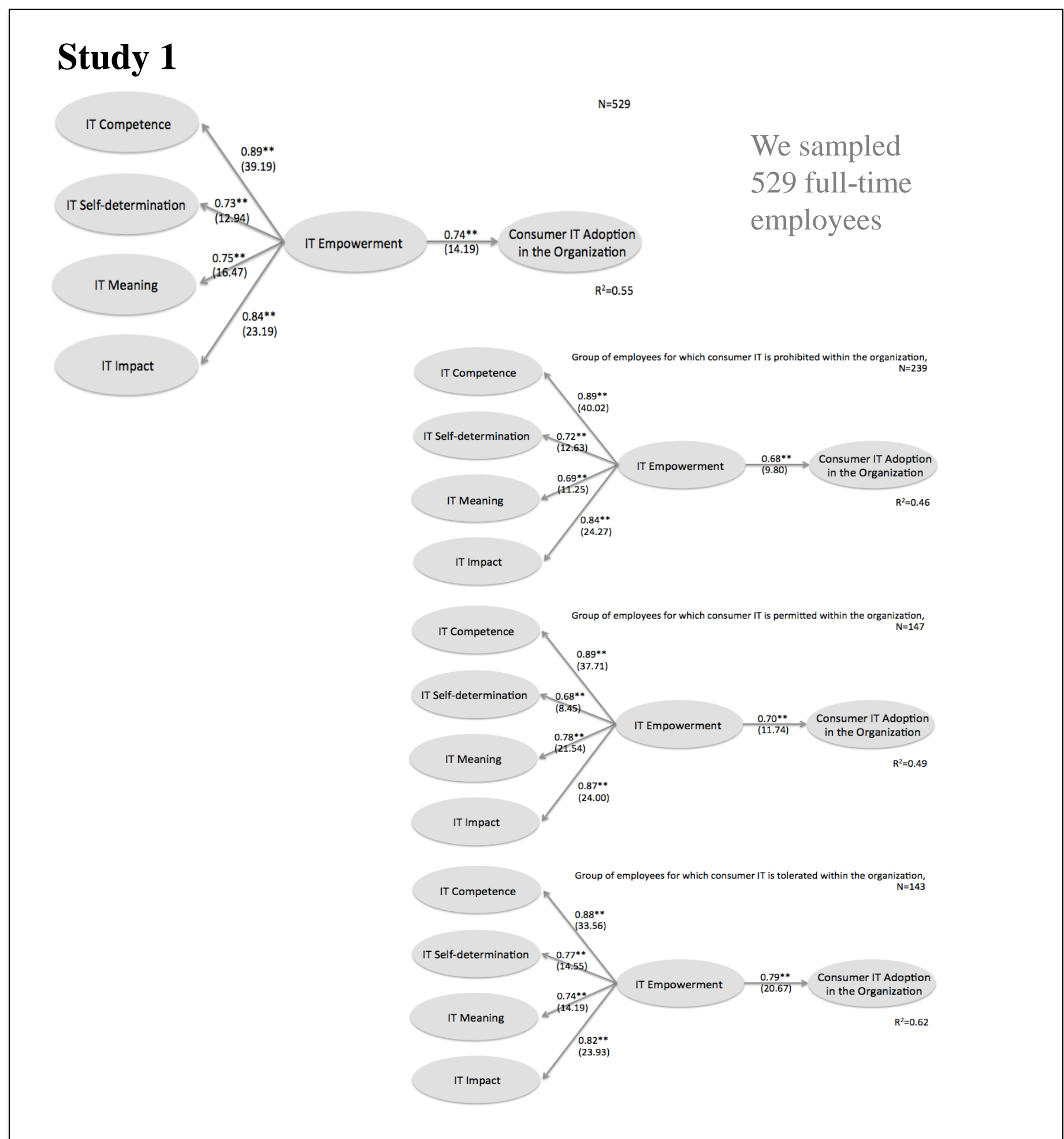


Research Objectives:

- Study 1:
 - Conceptually develop the notion of IT empowerment, consisting of four facets, including IT competence, IT self-determination, IT meaning, and IT impact; and
 - Test the IT empowerment model in order to explicate the adoption of consumer technologies in organizations
- Study 2:
 - Develop the notion of comparative consumer IT preferences in order to explain innovative work behaviors within the organization

Research Summary:

- IT empowerment, or the belief an employee holds about his role in relation to his job and the technology available to get his job done, is a powerful predictor of consumer IT adoption within the organization
- The notion of IT empowerment is the strongest for those employees, whose organizations “tolerate” the existence of consumer IT within their corporate walls; companies that either prohibit or explicitly allow consumer IT witness lower adoption levels
- Having a choice between consumer IT and enterprise IT increases an employee’s level of innovative work behaviors; in other words technological choice makes employees more innovative
- Against long-held expectations, an employee’s satisfaction level with enterprise provided IT neither contributes nor hinders him from using consumer IT in the workplace



Next Steps:

- Study employees’ work-to-life conflict; differentiate between “segmentators” (i.e., those that want to digitally separate their personal and professional life) and “integrators” (i.e., those that do not object digital intermingling)
- Find out how executives tackle IT consumerization



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