



# MIS Distinguished Speaker

Henri Barki, Ph.D.

**Date:**

April 22, 2016

**Time:**

10:30 a.m. – Noon

**Place:**

Miriam Hall, Rm. 109

*Sponsored by the Dept. of  
MIS, OM & DSC, School of  
Business Administration*

**\*Open to the Public\***

RSVPs are not necessary. Please direct any questions to Regina Nelms at [melms1@udayton.edu](mailto:melms1@udayton.edu) or 937-229-2383.

## *The Attitude Construct and the Unified Theory of Acceptance and Use of IT*

Information technology acceptance and use is a focal topic in the IS field, and the Unified Theory of Acceptance and Use of Technology (UTAUT) is a well-known model that explains a significant percentage of variance in IT use-related intentions and behaviors. However, based on the well-established influence of attitudes on a variety of human behaviors, we suggest that earlier formed individual attitudes strongly influence subsequently formed individual performance and effort expectancy beliefs, and re-examine the decision to exclude attitudes from UTAUT-based models. The results of Partial Least Squares analysis of data collected immediately following the implementation of an IT and six months later from a matched sample of 293 users in 17 different organizations – 7 private and 10 public – provide strong support for including the attitude construct in UTAUT as an antecedent of performance and effort expectancy beliefs at both t1 and t2. As such, our results suggest that researchers need to consider re-incorporating attitude as a key construct in IT acceptance and use research.



Henri Barki is Canada Research Chair in Information Technology Implementation and Management at HEC Montréal. A member of the Royal Society of Canada since 2003, he has served on the editorial boards of *MIS Quarterly*, *Data Base for Advances in Information Systems*, *Canadian Journal of Administrative Sciences*, *Gesion*, and *Management International*.

Dr. Barki's main research interests focus on the development, introduction and use of information technologies in organizations. Journals where his research has been published include *Canadian Journal of Administrative Sciences*, *Data Base for Advances in Information Systems*, *IEEE Transactions on Professional Communication*, *Information Systems Journal*, *Information Systems Research*, *Information & Management*, *INFOR*, *International Journal of Conflict Management*, *International Journal of e-Collaboration*, *International Journal of e-Government Research*, *Journal of the AIS*, *Journal of Information Technology*, *Journal of MIS*, *Journal of Organizational and End User Computing*, *Management Science*, *MIS Quarterly*, *Organization Science*, and *Small Group Research*.