Management and Marketing
PublicWebinar

Trial-Period Technostress:
A Conceptual Definition and Mixed-Methods Investigation

Jason Bennett Thatcher
Milton F. Stauffer Professor
Department of Management Information Systems
Fox School of Business
Temple University

Date: 02 Jul 2021 (Fri)
Time: 09:00 – 10:30 a.m. (Public lecture)
        10:30 – 11:00 a.m. (Q&A session)
Venue: Online via Zoom

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Jason Bennett Thatcher (jason.thatcher@temple.edu) holds the Milton F. Stauffer Professorship in the Department of Management Information Systems at the Fox School of Business of Temple University. He received a BA in History and BS in Political Science from the University of Utah and his M.P.A. and Ph.D. from Florida State University. He is a Past-President of the Association for Information Systems and Past-Conference Chair of the Americas Conference on Information Systems. Dr. Thatcher's research examines the three intersection: (1) individual beliefs and characteristics on technology use, (2) cybersecurity and sociotechnical systems, and (3) issues tied to governance and information technology strategy formation in organizations. His work appears in the *MIS Quarterly*, *Information Systems Research*, *Journal of Applied Psychology*, *Organizational Behavior and Human Decision Processes*, and *Journal of the AIS*. He has served as Senior Editor at *MIS Quarterly*, *Information Systems Research*, and *Journal of the Association for Information Systems*. His has been ranked #1 in the world for research productivity twice (2014 and 2020) in the *AIS Senior Scholars Basket of Journals List* and named on the *MIS Quarterly* most productive authors list.

Abstract

This study employs a mixed-methods approach to examine how trial use of an IT can induce stress that leads individuals to reject the IT. In our qualitative study (Study 1), we identify eight technostress creators encountered during trial use of a specific IT. Then, in our quantitative study (Study 2), we show that these trial-period technostress creators reduce user satisfaction and increase intention to reject. Also, we demonstrate that motivation to learn and personal innovativeness in IT, two individual differences, moderate the influence of trial-period technostress creators on the intention to reject. Our mixed-methods study contributes to technostress research by identifying the specific technostress creators that influence the user during trial periods and by articulating the nature of this influence. By doing so, we illustrate how the interplay of the context- and domain-specific individual differences influence the relationship between technostress creators and the intention to reject. We extend adoption research by connecting technostress creators to rejection of IT in the trial period of IT use.