Abstract of the talk

Effective use of IT by employees is the critical link between business technology investments and competitive advantage in a digital economy. However, to realize anticipated benefits, organizational leaders need a richer understanding of what drives individuals' innovation with organizational technologies. In support of that aim, the study presented theorizes the processes by which positive self-identification with IT (called, IT identity) motivates individuals to engage in different forms of IT use. We mapped these processes to a variance model and validated IT identity’s influences in two technology contexts. For theory, the work highlights IT identity’s role as a key determinant of feature use and exploratory use behaviors, refines understanding of the nomological model of IT use, and creates new opportunities to understand individuals' interactions with IT in the post-adoption context. For practice, the study offers actionable suggestions for how organizational leaders can encourage individuals to use IT more effectively in their work. In doing so, it opens the door for future investigations into the reciprocal relationship between individual IT use and organizational and/or societal outcomes.