

The Hong Kong University of Science and Technology
Department of Information Systems,
Business Statistics and Operations Management

Seminar Announcement

***User Adoption of Cloud Computing Services:
A Migration Theoretic Perspective***

by

Professor Anol Bhattacharjee

University of South Florida, USA and Sogang University, Korea

Date: Wednesday, 2 March 2011

Time: 2:30 – 4:00 pm

Venue: Room 4379, ISOM Conference Room (L17/18)

~~~~~ All interested are welcome ~~~~~

**Abstract:** This study presents and empirically validates a migration theoretic model of cloud computing adoption. It draws upon enablers and inhibitors of cloud-based services from the IT adoption/post-adoption and cloud computing literatures, and synthesizes these diverse predictors using an integrative framework based on migration theory as well as explores their mutual interdependencies and overall effects on cloud adoption intention and behavior. An experimental study of Google Apps adoption among student subjects in South Korea validated our proposed model. This study contributes to our nascent body of knowledge on cloud computing adoption by drawing attention to salient predictors of cloud adoption, by demonstrating the nature of the main and moderating relationships amongst these predictors, and by bringing in migration theory to the information systems literature. We expect that this research will stimulate researchers' interest in the emerging area of cloud adoption as well as draw attention to the migration theory as a useful theoretical lens that can inform and guide future research in information systems.

**Biography:** Anol Bhattacharjee is a Full Professor of information systems and Citigroup/Hidden River Research Fellow at the University of South Florida and Visiting Professor of Service Science, Management, and Engineering at Sogang University, Korea. He received his Ph.D and MBA degrees from University of Houston, and M.S. and B.S. degrees from Indian Institute of Technology. Prior to USF, he held faculty appointments at Arizona State University and University of Colorado at Denver.

Dr. Bhattacharjee has published more than forty refereed journal articles. One of his sole-authored papers, cited over 750 times, is credited with starting a new stream of research on technology continuance. Dr. Bhattacharjee's research has been published in eight of the top ten academic journals in the information systems discipline, including *MIS Quarterly* (five times), *Information Systems Research*, and *Journal of MIS* (four times). Dr. Bhattacharjee is the 9th ranked researcher in the world based on publications in the top two (or three) information systems journals over the last (2001-2010) decade. Dr. Bhattacharjee's research focuses on adoption of technological innovations, healthcare informatics, knowledge management, and online social networks.

Dr. Bhattacharjee has also served on the editorial board of *MIS Quarterly*, the highest-ranked academic journal in information systems, for four years. He currently teaches a doctoral seminar on Research Methods, a MBA core class on information systems, and a graduate class on Database Management.