AIS Special Interest Group on Adoption and Diffusion of Information Technology

DIGIT 2013 Call for Papers

The Special Interest Group on the Adoption and Diffusion of Information Technology will again host a pre-ICIS workshop for people interested in information technology adoption and diffusion (DIGIT). DIGIT will be held in the morning of Sunday, December 15, 2013 in Milan, Italy. The theme this year is **Embracing Theoretical and Methodological Breakthroughs in IT Adoption and Diffusion Research.**

The workshop will include paper roundtables, panel discussions and poster presentations. This year, our honorable panel members include leading IS scholars (Varun Grover, Arun Rai and Bernard Tan) to discuss new theoretical and methodological breakthroughs for adoption and diffusion research beyond the traditional ways.

Faculty members and doctoral students are encouraged to attend and submit papers for roundtable discussion and poster session. Doctoral students submitting papers to the conference will be eligible for a workshop scholarship that covers the DIGIT registration fee**. The deadline for submission of papers is Monday, September 2, 2013. Notification of acceptance or rejection will be made in late October. See the Call for Papers below for more details.

In order to foster the workshop atmosphere that has developed in previous meetings, registration will again be limited to about 50 people. Refreshments will be provided to attendees. You can register for DIGIT during the regular ICIS registration process. For information on SIGADIT and past DIGIT workshops, please contact the 2013 workshop organizers:

SIGADIT Chair  
Marcus Rothenberger  
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Workshop Chair  
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** Up to 3 doctoral student authors will receive a full scholarship to cover their workshop fee. Depending upon remaining funds, full or partial scholarships will be offered to all other doctoral students, who submit papers for workshop consideration. Please contact Heshan Sun (sunheshan@gmail.com) for additional information.
DIGIT 2013 Call for Papers
Embracing Theoretical and Methodological Breakthroughs in IT Adoption and Diffusion Research

Around a quarter-century after the early beginnings of adoption and diffusion research in the late eighties, IS researchers need to run new paths in order to gather new knowledge and keep adoption and diffusion of IT as one of the core topics of the entire IS domain. Especially in terms of methodologies, more approaches capturing all nuances in individual adoption decision making making opening black boxes such as how attitudes turn into usage behaviors or distinct behavioral patterns are clearly needed. As common method variance and sole perceptual data could turn more and more into obstacles, new ideas on collecting (i.e. experiments, simulations, mixed methods) and analyzing data (latent growth models, event studies, agent based modeling, multi-level analysis, diary studies, data mining) may provide a significant step forward. More controlled settings that allow for gathering objective data could soon be more common. Hence, we call for scholarly effort investigating the adoption and diffusion of IT with new theoretical underlyings and new empirical and/or analytical methods providing new insights and limiting bias to achieve a more holistic understanding about why and how people use IT.

While papers adhering to the theme are encouraged, research in other IT adoption and diffusion research domains will also be considered. Potential topics areas include (but are not exclusive to):

- Identifying technologies: feature-centric vs. innovation-centric
- Determining stages: initiation, adoption, use, assimilation, adaptation, infusion
- Choosing environments: private vs. public sectors, voluntary vs. mandatory settings
- Selecting units of analysis: individual, group/team, organization, industry, society, nation
- Identifying usage behaviors: infusion use, effective use, adaptive use, innovative use, habitual/automatic use, extended use, and routine use
- Crafting empirical designs: cross-sectional, longitudinal, time-series, multilevel, panel

In the interest of discussing the most current research in this area, research-in-progress papers are encouraged as well as full research papers. Submitted research can be conceptual, analytical, design-oriented, or empirical in nature.

All submissions will be blind reviewed. Papers should not have been published previously in a proceedings or journal, nor be under review elsewhere, but may be submitted elsewhere after the DIGIT meeting. At least one author must register and attend the workshop to present the paper if the work is accepted.

Instructions for Contributors

All papers should be double-spaced and submitted in Microsoft Word format. Working papers or research in process are limited to ten double-spaced pages. Research papers are limited to twenty double-spaced pages. Both types of submissions should include an abstract. Page counts exclude references. The title page (exclusive of the page counts) should include the paper title and the authors' names, affiliations, and e-mail addresses. The main body of the paper should have a title, but no author identification.

This year, all paper submissions should be sent electronically as a Microsoft Word attachment to digit.workshop@gmail.com. Questions regarding paper submissions should be directed to the program chair Andreas Eckhardt (eckhardt@wiwi.uni-frankfurt.de).