THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF MANAGEMENT AND MARKETING
Departmental Research Seminar

Another Path to IS Discontinuation: Proposing Shocks and Dissatisfaction to Explain Quitting and Switching

By

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Date : 4 Jan 2019 (FRI)
Time : 10:30 am – 12:00 nn
Venue: M802

Abstract

This study sheds light on how shocks, e.g., jarring life events, cause users to discontinue IS. Based on image theory (Beach 1990), we articulate a Model of IS discontinuation (MISD) that explains how quitting or switching can result from seven decision paths, tied to shocks, be they contextual or technology, or incremental, resulting from gradual changes create dissatisfaction with the task or technology. To do so, MISD contextualizes five concepts from Image Theory (shock, script, image violation, technology and task dis/satisfaction, and alternative search and / or its evaluation) to the context of shocks, continuance and technology use and integrates existing IS discontinuance research. We replicated the study in three samples (media-streaming, social-networking and match-making services), suggesting that it may be generalizable across contexts. Based on interviews with practitioners, we verified that MISD presented a generalizable, useful applicable approach to understanding IS users quitting and switching behavior. The paper concludes with implications for research and practice.

Prof. Jason Bennett Thatcher is the MIS Endowed Faculty Fellow in the Department of Information Systems, Statistics and Management Science in the Culverhouse College of Business at University of Alabama. He holds B.A.'s in History (Cum Laude) and Political Science (Cum Laude) from the University of Utah as well as a M.P.A. from the Askew School of Public Administration and Policy and a Ph.D. in Business Administration from the College of Business at Florida State University.

His studies drivers of adaptive or maladaptive information technology use in organizations. He publishes papers examining *individual decision-making*, *strategic alignment* and *workforce* issues as they relate to the effective application of information technologies in organizations. His more recent projects direct attention to *research methods, social media analytics* and *cyber security*. His work has been funded by grants or gifts in kind from the National Science Foundation, IBM, Salesforce.com and other sources.

His work appears in journals such as *MIS Quarterly*, *Information Systems Research*, *Journal of Management Information Systems*, *Journal of the AIS*, *IEEE Transactions on Engineering Management*, *Journal of Applied Psychology*, and *Organizational Behavior and Human Decision Processes*. He has published in Financial Times 50 journals 15 times (about once a year) since earning his PhD.

He maintains an active research agenda. He appears on the *MIS Quarterly most prolific authors list* and was ranked as *the third most productive scholar in the AIS Senior Scholars Basket of Six Journal* list between 2012 and 2016. Since earning his Ph.D., he is ranked the 24th *most productive scholar out of 9,000+ active faculty* in his discipline.

He serves as Senior Editor at the *MIS Quarterly*, as an Associate Editor *at European Journal of Information Systems*, and on the advisory board of *Journal of the Association for Information Systems*. He served on the editorial boards of *Information Systems Research and IEEE Transactions on Engineering Management*. He was recognized as a top Associate Editor by *Information Systems Research*.

He has served as President of the Association for Information Systems (AIS) and is immediate past Vice-President of Member Services for the AIS. He has also served as President of SIG-ADIT and Past Chair of the DIGIT Workshop. He is presently on the Advisory Board for the AIS Women's Network and the IS Job Index National Advisory Board.

He teaches courses in Management Information Systems and Strategic Management. Dr. Thatcher won the College of Business and Behavioral Science 2008 Undergraduate Teaching Excellence Award at Clemson University. He was named to the Circle of Compadres by the KPMG foundation for contributions to mentoring minority Ph.D. students.

All interested are welcome.

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