

## **The use of information technology as value co-creation**

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*Purpose* - This paper proposes that continuing use of information technology (IT) is value co-creation within an ongoing set of contexts of which the individual is a part. This is essentially resource integration which is affected by two factors: contextual variety and means drivenness. The former is defined as the degree of variability in the set of contexts within which an individual faces in co-creating value through continuing technology use, and the latter refers to an individual's tendency to acquire new means to deal with uncertain future environments.

*Design/methodology/approach* - Our paper develops a framework that examines the role of contextual variety and means drivenness in continuing IT use. We test the model using AMOS 18.0 by conducting a survey on 507 smartphone users.

*Findings* – The results show that the current cognition-based models are inadequate to explicate continuing IT use. Drawing on Service Dominant Logic and Effectuation Logic, we find that the established effect from perceived usefulness to IT use is fully mediated by contextual variety and means drivenness. Furthermore, when contexts are varied to the extent that goals are emergent, individuals could be means-driven rather than goal-driven.

*Originality/value* - Our study demonstrates that the role of context in IT use is set apart from the role of individual's cognitive evaluation. We also show the influence of effectual reasoning, as opposed to causal reasoning on IT use. Taken together, we propose future research could focus on the context, as well as means-driven IT use.