



ISM SEMINAR

Spring Term 2016-17

Speaker: Professor Daniel Veit, University of Augsburg

Title: Sustainable Technology Adoption in the Residential Sector: a mixed-methods study

Date: Wednesday 08 March 2017

Venue: 0.301, WBS, Scarman Road

Time: 14:00

Abstract: In recent years, technologies spurred by the “internet of things” are increasingly being introduced in homes, though limited research has been conducted on the adoption or diffusion of household technologies. One area that is addressed by such new household technologies is that of electricity consumption, mainly through the introduction of smart metering technology (SMT) in households. However, a major issue in SMT implementation has been its successful adoption by consumers, which have run into challenges across the world. Much of these challenges have been associated with the lack of knowledge about the factors that make consumers adopt and implement SMT in their homes. Despite the importance of this issue, scant organized research has been conducted on the topic. This study attempts to fill that void by empirically examining the antecedents of SMT adoption amongst potential customers. Using a mixed-methods design, the study unearths the SMT-specific antecedents in phase I, then develops a contextualized model by drawing on theories from motivational psychology, and the antecedents identified in phase I, and then tests this model using a large-scale survey of German consumers as part of phase II. Results provide support for many of the hypotheses, and highlight the important role played by motivational factors and some household demographic, privacy-related, and innovation-related factors on consumers’ intention to adopt SMT.

Biography: Dr. Daniel Veit is a professor and chair of Information Systems and Management at the Faculty of Business and Economics of the University of Augsburg, Germany. He was a visiting scholar with University of California, Berkeley and Washington State University, Pullman. He holds a MSc-degree in Mathematics from University of Giessen, a Doctoral degree in Economics and Business Engineering from University of Karlsruhe (TH) and a Habilitation degree in Business Administration as well from University of Karlsruhe (TH). He studied at TU Munich, University of Maryland, College Park, US and TU Vienna. His current research interests are in sharing economy, digital business models, Green IS, sustainable information systems. He focuses on adoption and behavior- and adoption-oriented research mainly on the individual level but also extending to organizational and societal impacts. His work appeared in leading journals and in the proceedings of leading conferences of the Information Systems discipline. He serves on the editorial board of the *Information Systems Journal* (Associate Editor) and on the Editorial Review Board of the *Journal of the Association for Information Systems* (member of the Editorial Review Board). He has over 14 years of teaching experience in all levels of academic education at b-schools and held positions as Associate Dean and Academic Director of the Executive MBA at Mannheim Business School. He is a visiting professor at the department of ITM of the Copenhagen Business School, Denmark, member of the international advisory board of the Business Environmental Sustainability Research Group (BSERG) of the University of Sydney, Australia and adjunct faculty of the Mannheim Business School, Germany. Next to active engagement in the Association for Information Systems (AIS) he is member of the research council of Münchner Kreis and the German Academic Association for Business Research (VHB, commissions: WK-WI and WK-MARK). At the University of Augsburg, he is Head of the Board of the Center for Further Education and Knowledge Transfer which hosts the MBA program and executive programs at the University. Beyond that, he is member of the Standing Committee for Doctoral Assessments as well as the study board of the leading bachelor and master programs in Global Business Management.

Contact: Alison Solman, ISM Group, Alison.solman@wbs.ac.uk, 024 7652 4101. This seminar has been organised by the ISM Group.