The effects of team identity and cooperative team norm on the acceptance and performance of a collaborative information system

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Abstract
Teamwork is becoming increasingly important in modern business, so systems that support teamwork are becoming vital tools to enhance performance. This paper examines the decision to adopt collaborative information systems (CIS) applied in the business environment. We investigated the factors of personal adoption decision influenced by team-level effects. By applying the technology acceptance model (TAM), this research embraced an extended perspective to examine team behavior in the context of collective action. Data from a survey of the application of project management systems were used empirically to test the proposed model. Aside from the personal acceptance determinants of perceived ease of use, perceived usefulness, cooperative team norm as well as team identity, significantly affected adoption intention and perceived performance, respectively. Perceived usefulness substantially explained system adoption in a production-oriented business environment. Factors concerning team-level environments should be taken into account when applying CIS.

Keywords: cooperative team norm, team identity, collaborative information system, technology acceptance model, project management