

Research Interests

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My primary research interest is the adoption and diffusion of information technologies. I am interested in how perceptions of invasion of privacy affect this process. This stream of research is supported by my dissertation work where I developed and validated an instrument that measures the effect of information technologies on perceived invasion of privacy.

My current research addresses issues such as how individual privacy perceptions affect information technology (IT) adoption, where do the privacy concerns have the greatest impact on the IT adoption process and how privacy concerns affect IT adoption in specific industries. My goal is to empirically show that privacy-invasive perceptions should be considered, along with Moore and Benbasat's (1991) eight (i.e. voluntariness, relative advantage, compatibility, image, ease of use, result demonstrability, visibility and trialability) as a legitimate concern influencing the adoption of a particular information technology.

My secondary research interest is the study of ethical environments. I am currently in the process of determining the factors that promote an ethical environment in information systems (IS) departments. Also examined are the attitudes toward ethical behavior within organizational departments. Factors and attitudes will be compared to those present in other department types to establish external validity.

A future interest area consists of human computer interactions. I am interested in the perceptual, behavioral, cognitive, motivational and affective aspects of humans and their interaction with information technology. I plan to address topics such as usability engineering and the impact of interfaces on attitudes, behavior, performance, perception and productivity.