PAPERS FOR VIDEO PRESENTATION

195 Role of Institutions on Technological Frames in Green It Adoption

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In this study, we draw on organizational sensemaking theory (in form of technological frames) to construct a model outlining the decision-making process (that a manager goes through) leading to IT adoption (in the context of green IT). Specifically, we theorize that the mangers' beliefs about the technological frames (i.e., benefits or opportunities frame and threats frame) related to an IT innovation will mediate the effect of institutional influences and regulations on managers' intention to adopt the innovation. By proposing a framework of decision-making process driving IT adoption, we contribute to both theoretical and practical discourse on organizational innovation adoption.

196 What is the Meaning of Aadhaar? Insights from Semantic Network Analysis

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This study strives to offer an understanding of the conceptual meaning of Aadhaar, the world's largest digital identity program implemented by a national government, from two perspectives: (1) the Indian government; and (2) its citizens. Specifically, this study utilizes semantic network analysis, a social media analytics technique, on the publicly available data obtained from Twitter. Results from the analysis produced two semantic networks indicating that the Indian government's conceptualization of Aadhaar is different from how its citizens characterize it. Findings from this research produce actionable insights that can inform Indian government's strategies or tactics.