



UNDERSTANDING POST-ADOPTION BEHAVIOUR:

INNOVATE EXTENDED USE OF MANAGEMENT SUPPORT SYSTEM (MSS)

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ABSTRACT

This study developed and tested a model to predict innovative work behaviour. Our research question is: What factors influence middle-level managers to initiate new ways of use and/or extend the full range of the available features or functionalities built into an existing or adopted information technology (IT) application called management support system (MSS)? We collected data using a survey questionnaire sending by postal-mail and email to 204 middle-level managers from 32 Thai public enterprises. Hypothesizing that job demands, job autonomy and job competence have direct effects on innovative work behaviour (IWB) and also the interaction effects of these three constructs with effort-reward fairness, we used multiple regression analysis to test the proposed model. Results indicated that two out of three original constructs had direct effects on IWB and also interaction effects of effort-reward fairness. However, this study found two new constructs, which are job responsibility and job overload that had only direct effects on IWB but do not have interaction effects of effort-reward fairness. Final model, therefore, consisted of four constructs, namely, job autonomy, job competency, job responsibility and job overload, which had direct effects on IWB and only job autonomy and job competency also had interaction effects of effort-reward fairness. The final model has quite good explanatory power with $R^2 = 49.4\%$. Hence, the expanded model can provide supplementary information for understanding innovative work behaviours relevant to an adopted IT application. The significant effect of job competence (correlation coefficient = 0.579) on IWB signifies the important role of mechanism to enhance job competency of users. Moreover, this relationship have quite high interaction effect of effort-reward fairness (correlation coefficient = 0.597). At a practical level, the higher-level managers will have more insights about how to make their middle-level managers fully utilize their adopted IT application.