Understanding post-adoptive adaptation process in organisational e-CRM implementation

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1. Introduction
Past research on e-CRM largely focuses on initial adoption decisions of CRM. However, there has been little research concerning the continuous use of e-CRM and the associated change process in the post-adoption stage. This study attempts to fill this gap by examining post-adoptive adaptation process in organisational e-CRM implementations.

2. Objectives
• To understand post-adoptive adaptation process in organisational e-CRM implementation.
• To understand emerging individuals’ behaviours and socio-technical changes in the post-adoption of e-CRM applications.
• To develop a multi-level theory of post-adoptive adaptation process.

3. Research Questions
How do socio-technical changes unfold in the e-CRM implementation process?
How do individuals adapt to e-CRM applications at the post-adoptive stage?

4. Research Method

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<th>Qualitative Approach</th>
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<td>Thematic Analysis</td>
<td>Within-case and Cross-case analysis</td>
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5. Expected Contribution
• This research expects to contribute to a better understanding of post-adoptive change process associated with new information systems implementation.
• The findings may assist organisations in providing appropriate resources and support for successful post-adoptive implementation of e-CRM.