

Strategic enablers: Unveiling crucial drivers for managerial adoption of electronic resources planning

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The rapid growth of the information technology industry has spurred corporate process digitalization. This study aims to examine how the Unified Theory of Acceptance and Use of Technology's (UTAUT) major tenets – performance expectancy and effort expectancy – and trust affect managers' acceptance of new e-fulfillment services. This study also considers Hofstede's cultural dimension of long-term orientation as the major variable influencing management's acceptance of the new fulfillment platform. This study employed a quantitative research methodology with a simple random sampling of 248 Indonesian Logistic Association members from various industries. The research finding shows that only effort expectancy does not significantly affect managers' e-fulfillment platform usage. Both effort expectancy and performance expectancy have a significant impact on employee trust in using the new technology. In addition, performance expectancy, customer trust, and long-term orientation positively affect the managerial adoption of e-fulfillment services. The study also shows a full mediation effect of customer trust in the relationship of effort expectancy to managerial adoption and a partial mediation effect in the influence of performance expectancy into managerial adoption of electronic resources planning with trust as a mediating variable.

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AUTHORS CONTRIBUTIONS

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