

THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF MANAGEMENT & MARKETING
DEPARTMENTAL RESEARCH SEMINAR

**Studying Individual Mindfulness:
The Importance of Developing
Domain-Specific Definitions**

By

**Dr Jason Thatcher
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Date: Monday, 19 March 2012

Time: 2:30 p.m. - 4:00 p.m.

Venue: M802

All interested are welcome

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Abstract

A critical problem for managers is finding ways to encourage employees and customers to engage in value-added activities that benefit either the organization or broader consumption communities around their products and services. To further understanding of such behavior, we argue that research needs to examine how mindfulness can drive either innovation within, or decisions to maintain, existing routines. The development of domain-specific definitions and measures of mindfulness are necessary to do this. To demonstrate the value of this approach, we draw on Langer's (1989; 1997; 2004) high-order conceptualization of mindfulness to develop a conceptual and operational definition of mindfulness with Information Technology. In two empirical studies, we illustrate how IT mindfulness relates to value-added user innovation in the context of post-adoption technology use. In our first study, we outline how we developed a domain-specific measure of IT mindfulness. In our second study, we connect IT mindfulness to three value-adding post-adoptive behaviors: trying to innovate (Ahuja et al. 2005), deep structure usage (Burton-Jones et al. 2006), and continuance intention (Bhattacharjee 2001). Even when controlling for established predictors of IT use (e.g., perceived usefulness and computer self-efficacy), we demonstrate that IT mindfulness predicts both the deep structural use of IT and trying to innovate with it. The presentation concludes with a discussion of how we can translate our domain-specific mindfulness post-adoption findings to add value to research examining leadership, social media, and emotion in organizations.

Jason Thatcher is an Associate Professor in the Department of Management at Clemson University. He is the founding Director of Clemson's Social Media Listening Center (SMLC). Built in partnership with Dell and Salesforce.com, the SMLC represents a multi-million dollar investment in how to better teach and research about social media and its implications for managing organizations.

Dr Thatcher's research examines the influence of individual beliefs and characteristics on adaptive and maladaptive post-adoption information technology use. He also studies strategic and human resource management issues related to the effective application of information technologies in organizations. His work appears in *MIS Quarterly*, *Journal of Applied Psychology*, *Organizational Behavior and Human Decision Processes*, *Journal of Management Information Systems*, *European Journal of Information Systems*, and *IEEE Transactions on Engineering Management*.

Dr Thatcher serves an Associate Editor at *Information Systems Research*, the *Journal of Organizational Computing and E-Commerce*, *Information Technology and People*, *AIS Transactions on Human-Computer Interaction*, and on the editorial boards of the *Journal of the AIS* and *IEEE Transactions on Engineering Management*.

Dr Thatcher is presently Vice-President of Membership of the Association for Information Systems. He is past chair of SIG-ADIT and past chair of the Diffusion Interest Group on Information Technology (DIGIT) workshop.

More information on Dr Thatcher can be found @ <http://people.clemson.edu/~jthatch> or his blog @ <http://teachingthesocialenterprise.blogspot.com/>