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# Transforming IS Ideas to IS Innovations - Adaptation Strategies based on a Community Appraisal Perspective

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# Transforming IS Ideas to IS Innovations - Adaptation Strategies based on a Community Appraisal Perspective

*Research-in-Progress*

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## **Abstract**

*All digital innovations start with an idea, but little is known about how individuals appraise new IS ideas so that they get turned into digital innovations. As most digital innovations rely on network externalities, meaning the value of a technology is dependent on the number of others using it, individuals often appraise new IS ideas based on their notion of a community perspective. Thus, drawing on coping theory and research into organizational citizenship behavior, we argue that individuals in organizations appraise new IS ideas in addition to how the IS idea is opportune or threatening for them, they also appraise it for others. Following the appraisal, they may select among five different adaptation strategies: champion, disseminate, change, block, disregard, which result in two different outcomes: transforming the IS idea into a new IS innovation, or abandoning the IS idea. To confirm the five strategies, we will conduct a conjoint vignette study in organizations using screen recordings and a survey. Our study contributes to prior literature by explaining individuals' IS idea adaptation as influenced by notions of a community perspective. Moreover, we apply coping in a positive context (i.e., IS innovation), which has seldom been the case in IS research.*

**Keywords:** *coping theory, community appraisal, IS innovation, idea adaptation, organizational citizenship behavior*