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The Role of IT Identity in Innovative Performance of IT Experts

Insights from a Group of Iranian IT Companies

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Information technologies (IT) have been infused into almost every aspect of our daily lives and work routines more than ever before. Carter and Grover (2015) conceptualized IT Identity (ITID) as a measurable construct— defined as “the extent to which an individual views use of an IT as integral to his or her sense of self” — to explain this intertwinement. They contend that as individuals use IT more, it becomes an essential part of the self that leads their behaviors, and those who self-identify more with IT are likely to be more involved in IT use behaviors (Carter and Grover 2015). Especially in the case of IT experts who are involved more with IT artifacts, it becomes important to study how ITID could direct their behavioral choices. Although, studying employees performance has been among the most important and recurring topics in organizational studies (Janssen and Van Yperen 2004), the relationship between IT use behaviors and performance still needs to be studied more, as the relationship is influenced by complex factors and prior studies often yielded in mixed results (Kuegler et al. 2015). To address this gap in Information Systems (IS) literature, this proposed research uses ITID as a theoretical lens to study task performance as well as the innovative performance of IT experts. To do so, a survey will be administered to IT experts working in a group of six Iranian IT companies active in the banking industry with more than 5000 employees. The results of this study, upon completion, could have both theoretical and practical implications. Theoretically, it can contribute to IT identity research by considering the role of ITID in an organizational context. Practically, it can help organizations have a better understanding of factors influencing the performance of their IT experts.

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