
Emergent Research Forum (ERF)

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Abstract

Given the significant role individuals play on the welfare of organizations’ security, end users are encouraged to see themselves as part of the information security solution and are expected to perform certain end-user security roles. However, there is often a divide between the organization’s expectations of the end-user’s information security role and the end-user’s business role. End-users are often caught between the divide. The divide becomes more pronounced when the individual’s self-concept is tied to their business-functional role rather than the information security end-user role. For example, an individual in an accountant role or a salesperson role, might see themselves more as an accountant or salesperson, more so than as an information security end-user. Often, these users tend to act in a manner consistent with the roles considered more important to their self-concept. Hence, we explore the concept of role identity salience in order to understand the factors that increase the importance ascribed to the information security end user role, which in turn affects performance and actions towards security behaviors. A research model, hypotheses, and methodology are described.

Keywords

Information security behaviors, role identity salience, social support, information security role salience, normative expectations