

The Determinants of Business Analytics Adoption: Does One-Size Fit All?¹

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ARTICLE INFO	ABSTRACT
<p>Keywords: Business analytics Contingency theory IS adoption IS success model Technology acceptance model</p> <p>Received 21 October 2019 Revised 10 March 2020 Accepted 16 March 2020</p> <p>Article Classification: Research Article</p>	<p>Purpose – This paper aims to improve the understanding about business analytics (BA) adoption by utilizing a contingency perspective examining the interplay between individual-, system-, and organizational-level determinants through the combined theoretical lenses of technology acceptance model (TAM) and IS quality model.</p> <p>Design/methodology/approach – Data was collected by means of a survey conducted among BA tools users working in a variety of industries in Turkey and 91 responses were obtained. The moderating effect of an organizational level contingency – analytical decision-making culture (ADMC) – on the relationships between individual- and system-level factors was tested via the partial least squares (PLS) method.</p> <p>Findings – The results provide strong support for the moderating effect of an organizational-level contingency – analytical decision-making culture (ADMC). More specifically, we find that in low ADMC environments, information quality improves perceived usefulness whereas performance quality and interaction quality improve perceived ease-of-use. Surprisingly, in high ADMC environments information quality does not have an effect on perceived usefulness or perceived ease-of-use, whereas performance quality improves perceived usefulness and interaction quality improves both perceived usefulness and perceived ease-of-use.</p> <p>Discussion – This study is one of the few to examine the increasingly popular BA adoption issue in a developing country context. The findings illustrate to both managers and BA system providers that under different organizational cultures, users’ needs and perceptions vary; therefore different BA system quality characteristics should be emphasized for successful implementation.</p>

¹This article is based on the master thesis of Nazlı Bayram (Middle East Technical University, Graduate School of Social Sciences, 2018).

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